Brand Guidelines

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Intro

The brand guidelines included in this document have to be considered as a tool to ensure a powerful, effective and consistent brand representation across all touchpoints.

It's a tool to be used by anyone who is communicating or creating content on behalf of Gewiss, both internally and externally.

Experience principles

The principles, or general rules, that inform the creation and the evolution of our interactions to ultimately generate the desired response in those who experience the brand, both internally and externally.

WE CALL THIS PRINCIPLE:	IF WE WANT OUR TARGET TO FEEL:	THEN OUR INTERACTIONS AND TOUCHPOINTS NEED TO:	EXAMPLE:
1. Showcase pure and solid expertise	Reassured and gratified from choosing the best partner.	Emanate strong reliability, building on a sense of beauty and meticolous craftsmanship.	Express attention to details by taking care of the photographic style of even the most functional elements of a product.
2. Unveil the world of possibilities	Empowered to live in a connected world where everything is possible.	Suggest that everything is connected and every possibility is worth to be explored, by always showing the bigger picture, the smart side of the solution and the step ahead people can do.	Create touchpoints to showcase how our products can interact to manage complex systems in a seamless way.
3. Build on the thrill	Stimulated, fascinated and an active part of the change, always moving forward, in constant evolution.	Be dynamic; showing they are alive, ever-evolving and on the edge; anticipating the category expectations.	Revamp traditional touchpoints with an unexpected twist: what about a stylish working suit created using high-end yet unconventional materials?
4. Facilitate Understanding	Listened in their needs and included.	Be simple, very approachable and straightforward; transforming complexity into intuitive solutions and scenarios, with the help of a warm and human touch.	On every touchpoint, be it your home automation app or a billboard, make sure that your language is simple and warm. Your message has to be clear and it can be supported by suitable imagery and illustrations.

Tone of Voice

The Tone of Voice is a set of rules to be used when crafting communication for any Gewiss touchpoint.

The rules set their roots in the brand's personality and ensure a coherent and consistent communication.

The Voice Marks are actionable writing principles that guide our communication style, giving a set of rules to form our unique tone of voice. They are reflected in every communication and should be balanced to convey the desired effect.

Ignite new ideas

Speak in a way that is **confident**, never boastful or preachy.
Use **examples that can embed our points,** showcasing recent special projects and collaborations carried out with clients and partners.

Rhythm and **emphasis are key** for communication that excites and stimulates **new ideas and creativity.** Both can be achieved through punctuation.

Use adverbs and expressions that **emphasise the revolutionary nature of the ideas you bring to the table** (e.g. finally, now...).

Don't be afraid to show your smartness, **be proud** of it and express it freely, underlining the potential of the solutions you develop by describing their ultimate benefits for the audiences.

Build solid connections

Make it easier for everyone to understand us. **Build mutual comprehension by being accessible to all,** using technical terms and going more in depth with our content only when speaking to experts.

Prefer a **lean approach,** focused on benefits, when speaking to the general public. Be thorough in our explanations, but always **concise.**

Use words that summon up **connection, collaboration, partnership** and **inclusivity,** such as 'together'; speak in the first-person plural.

Don't be self-referential, talk about the **positive impact** we have on people and the planet, not our business.

Express with passion

Showcase the love and pride we have for what we do.

Express our passion for **discovery** and **experimentation** by showing – and explaining – the data and our research. Use calls to action to engage and ignite curiosity in our audiences. **Ask questions.**

Tell the truth about how challenging some processes can be, and the effort we put into developing certain solutions.

Be authentic, demonstrating that you really mean what you're saying.

Accentuate the positive.
Show how specific research and learnings lead to positive outcomes.

Don't get so carried away by enthusiasm that you overdo it with exclamation marks or grammatically incorrect capital letters. Let your sentences be the punchy vessels to demonstrate your **dedication.**

On the right, some examples about how to and not to write according to the Voice Marks can be found.

	DON’T SAY:	SAY INSTEAD:
Ignite new ideas	• Come and have a look at the latest product we developed to better everyday life. • Our products can be adapted to your needs.	• It’s finally here. Meet our groundbreaking new solution for controlling the lighting throughout your entire house. • With our expertise and your inventive mind, there is no project we can’t tackle.
Build solid connections	• We collaborated with the XYZ company to create our new product. • Please leave here your suggestions or complaints.	• Collaboration and true partnership is what leads us here. • Do you have any suggestions for us? Help us improve by filling in the form below.
Express with passion	• We love what we do, you can read more about it here. • We developed a **new solution** to improve **smart living!!!**	• Our business is our pride and joy. Want to hear more about it? Listen to what our colleagues have to say. • It took us three years of trial and error, but we finally found the ultimate solution for smart living.

How to flex the communication approach

While the Tone of Voice is to be considered as one and unique, the communication approach can change according to the degree of expertise of our audience, as shown in the chart on the right.

Logotype

The Gewiss logotype is a highly recognizable monochrome wordmark with a solid legacy and long-lasting history. It is considered the main center of equity for the company, and must never be altered in any of its parts.

The primary version of the Gewiss logotype is always colored in Gewiss Orange. This should always be the preferred version of the logo in most cases, provided there is sufficient legibility against the background.

Secondary version
Reversed-out

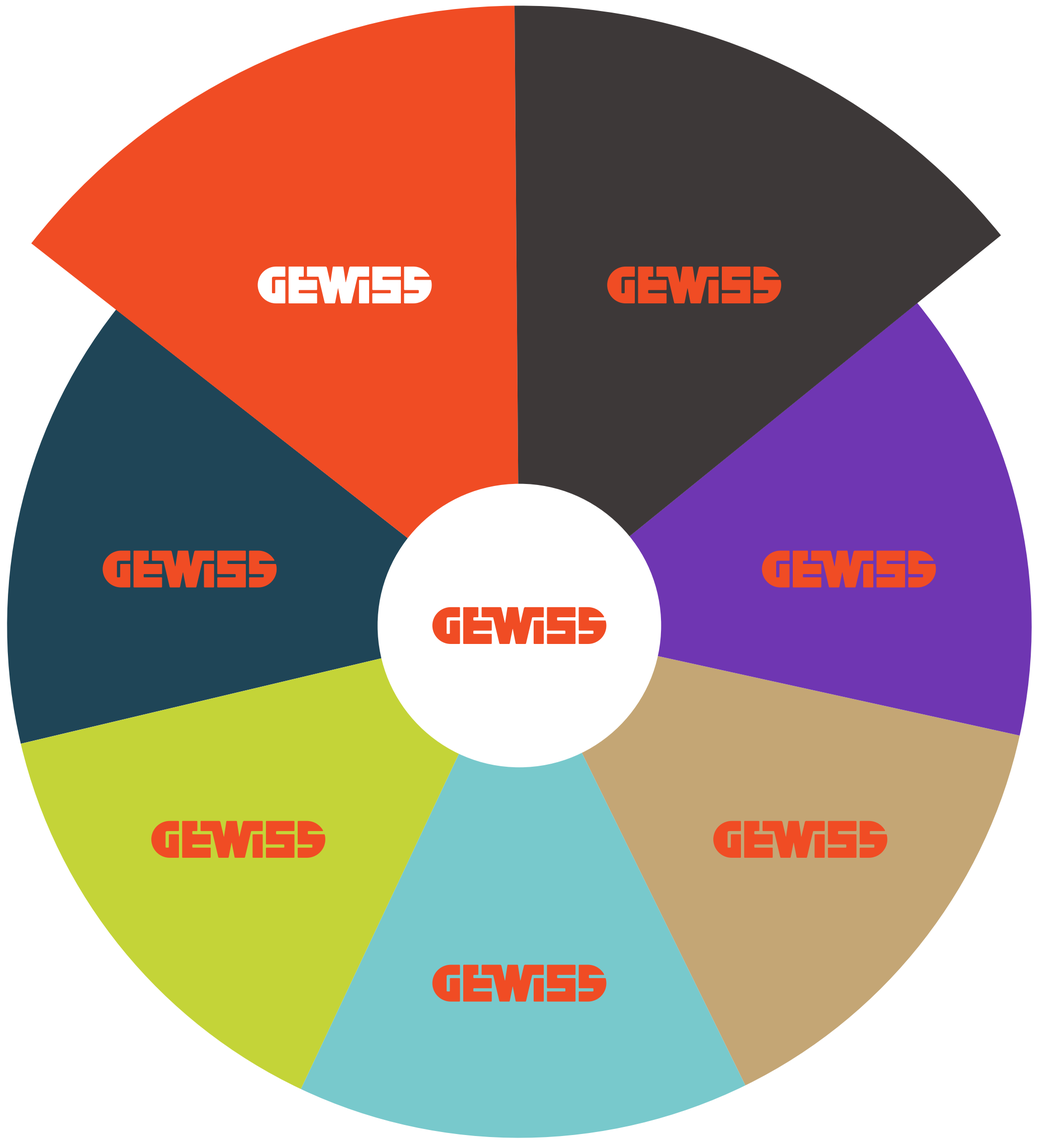
When the aim is to give Gewiss Orange a high-impact presence, it is recommended to use a secondary version of the logotype on a solid background.

The secondary version of the Gewiss logotype is a reversed-out white version of the primary logotype.

Furthermore, this version is used when it is not possible to guarantee sufficient legibility of the Gewiss logotype on colored or photographic backgrounds.

On most colored backgrounds, the primary version of the Gewiss logotype should always be used.

It is recommended to use the secondary version of the logo only on a solid Gewiss Orange background.



It is possible to use the Gewiss logotype on photographic backgrounds as long as there is enough contrast between the logotype and the background.

Please choose the correct color version to make sure that the logotype is always clearly visible and legible. Here are some examples of wrong and correct practices.

Do not use the secondary version when the contrast is sufficient for using the primary version.

Do not use the primary version on any background too close to Gewiss Orange.

Do not place the logo on a photographic background that could compromise its legibility.

Give priority to the use of the primary version whenever possible.

Use the secondary version when the background color is too close to Gewiss Orange.

Crop the background picture to allow a clear area for the logotype.

The black-and-white version of the Gewiss logotype should be exclusively limited to cases where there are technical printing limitations and it is therefore impossible to use color.

The outline version of the Gewiss logotype should only be used in exeptional cases and applications. This version is usually printed, embossed or engraved on specific products, and ad-hoc applications
(e.g. commemorative plaques).

Use permitted subject to approval by the Gewiss Brand & Digital area. The choice of the version of the logo to be used will be evaluated on a case-by-case basis.

The exclusion zone is the area around the logotype that must not contain any other elements. Border margins around the logotype need to be set as indicated by the diagram.

The exclusion zone corresponds to 2/3 of the total height of the logotype.

Minimum size

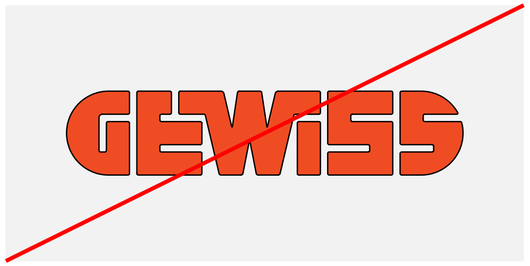
To always ensure the legibility of the logotype, it is recommended to respect the minimum width of 10 mm on print supports, and a width of 80 px for digital applications.

Print:
10 mm wide

Digital:
80 px wide*

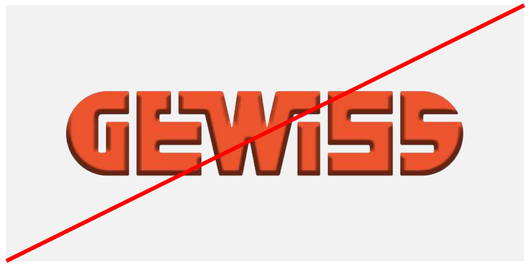
*With a display resolution of 150 ppi

Any alteration of the Gewiss logotype (such as distortions, stretching, mirroring, recoloring, spacing, effects, etc.) is not permitted and must be considered improper. This applies to the logotype as a whole and to its individual components.



Do not add borders.

Do not add shadows.



Do not apply any effects.

Do not apply gradients.

Do not recolor.

Do not recolor parts of the logo.

Do not apply kerning to the letters.

Do not alter the proportion of the logo.

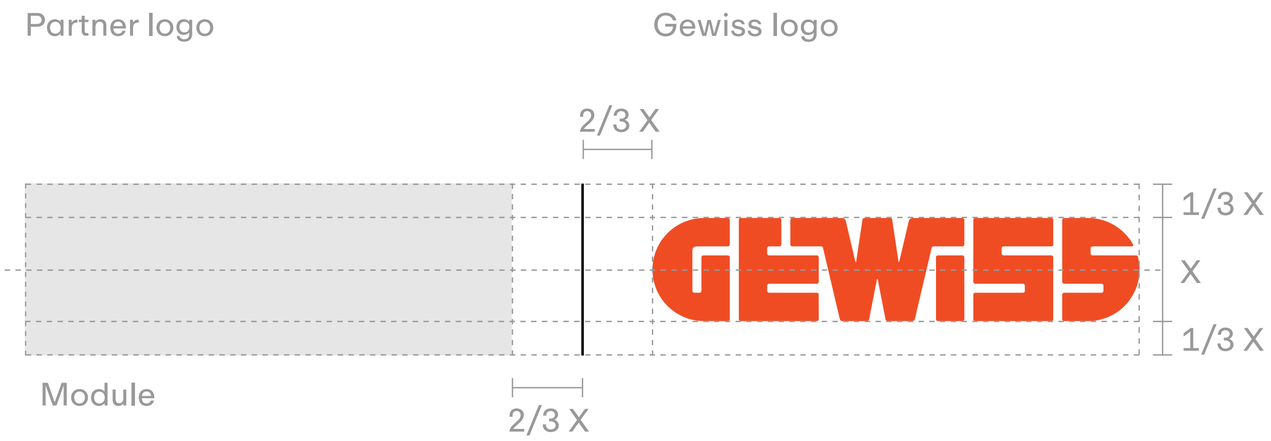
Do not add other elements to the logo.

Partnership Composition

In the case of partnerships with other brands, the Gewiss logo and the logo of its Partners must be combined in a lockup that follows the rules illustrated here.

The Gewiss logo is always on the right, and is separated by a vertical bar from the Partners' logo, on the left. The distance of the two logos from the vertical bar corresponds to 2/3 of the height of the Gewiss logo on both sides of the bar.

Once the minimum width of 10 mm has been established for the Gewiss logo, the Partner's logo is sized accordingly. In any case, the minimum size of both logos in the lockup must always be respected, and their legibility should be assessed on a case-by-case basis.



Print: 10 mm wide
Digital: 80 px wide*

*With a display resolution of 150 ppi

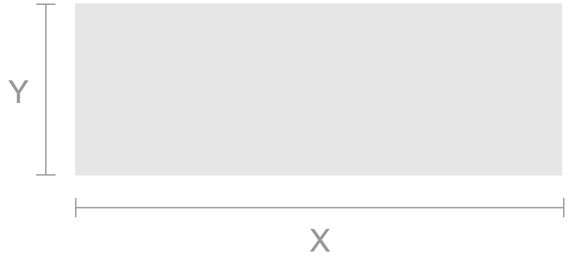
Partnership Positioning Areas

To handle a wide range of logos that vary greatly in proportions and visual impact we have defined two Positioning Areas. Please follow the rules outlined here, to ensure the optimal sizing of the Partner logos in relation to the Gewiss logotype.

For Partner logos that have a ratio (W:H) lower than 5:1, the logo must be contained in a rectangle that has the same width and height as the Gewiss logotype (Positioning Area A).

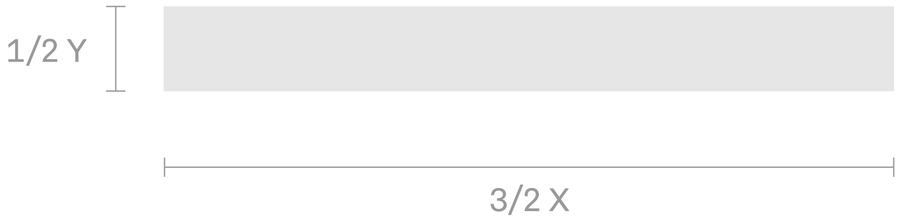
For Partner logos that have a ratio greater than 5:1, the logo must be contained in a rectangle that is 3/2 the width and 1/2 the height of the Gewiss logotype (Positioning Area B).

Partner logo Proportion
≤ 5 : 1



Positioning Area A

Positioning Area B



Partner logo Proportion
> 5 : 1

Partnership Positioning Areas

Here are a few examples of how to apply the Positioning Areas principles illustrated on the previous page.

The Partner's logo should be scaled up to touch the edges of the Positioning Area chosen on the basis of its proportions. It should always be vertically centred within the Positioning Area and aligned to the left margin.

In the case of logos that have extreme proportions, significant negative space, or specific features, it is possible to optically resize or reposition the logo, always ensuring there is a visual balance with the Gewiss logo.

Positioning Area A

Positioning Area B

On this page we provide a practical guide with clear steps for generating and adjusting the partnership logo lockups.

First step

Define the suitable Positioning Area for the Partner Logo based on its ratio.

PARTNER LOGO

W : H = 5,3 : 1

Second step

Place the Partner Logo vertically centred within the Positioning Area.

If necessary, adjust the Partner Logo size to optically balance its visual weight with the Gewiss logotype.

Final Result

Partnership Tiers

There are three tiers of partnership that can be expressed through the Gewiss logo lock-up. Tier one is for most partnerships, tier two is for explicitly business partnerships, and tier three is for when there is no need or desire to display the partner's logo alongside the Gewiss logo.

Tier 1

PARTNER LOGO | GEWISS

Tier 2

PARTNER LOGO | GEWISS Business partner

Tier 3

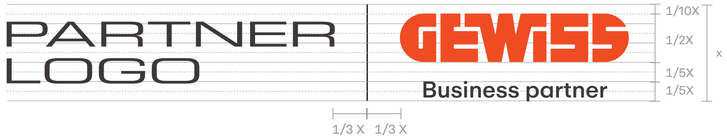
In partnership with GEWISS

In partnership with GEWISS

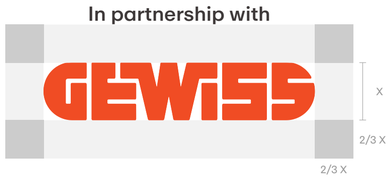
In the tier 2 lock-up, the same rules as tier 1 apply for positioning the partner logo. The Gewiss logo's height will be half of X (the height of the logo separator), while the writing underneath it will be 1/5 of X.

For generating the tier 3 logo lock-up, the only rule to follow is the logo safe area.

Tier 2



Tier 3



Regarding partnerships with Gewiss' subbrand, only the tier 1 lock-up applies.

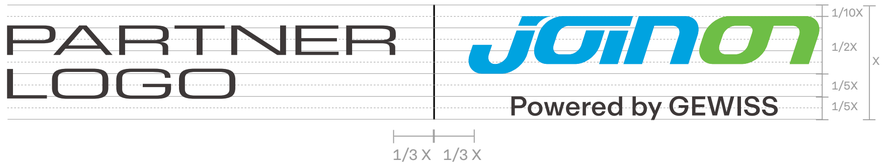
Tier 1

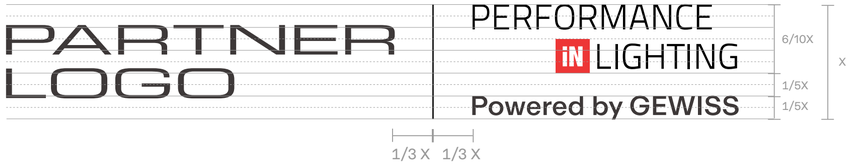
PARTNER LOGO | JOINON Powered by GEWISS

PARTNER LOGO | PERFORMANCE iN LIGHTING Powered by GEWISS

The same rules as tier 1 apply for positioning the partner logo. The height of the Joinon logo will be half of X (the height of the logo separator), while the writing underneath it will be 1/5 of X. The height of the Performance in Lighting logo will be 6/10 of X (the height of the logo separator), while the writing underneath it will be 1/5 of X.

Tier 1





In the case of sub-brands, the relationship with the parent company is expressed with the ‘powered by Gewiss’ endorsement lockup as shown on this page.

Specific details on how to generate, size, and use these logos are provided in the dedicated guidelines. Please get in touch with the Gewiss Brand & Digital area for further details.

PERFORMANCE iN LIGHTING | powered by GEWISS

MAVIL | powered by GEWISS

DIGITALSPORT INNOVATION | powered by GEWISS

JOINON | powered by GEWISS

Typography

ABC Repro is Gewiss' primary typeface. It must always be used by agencies and all suppliers for internal and external communications. Light, Regular, Medium and Bold are the only weights allowed, with Regular as the main weight to be used.

ABC Repro is designed by Erkin Karamemet for Dinamo Typefaces.

ABC Repro

ABC Repro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!“”

ABC Repro Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!“”

ABC Repro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!“”

ABC Repro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!“”

Typographic hierarchy is important in giving content proper emphasis and clear structure, helping to build a balanced layout at the same time.

The main weight used for Gewiss communication is ABC Repro Regular, which can cover a large number of communication needs.

A feature of ABC Repro is the ability to activate stylistic sets for circled text, in line with Gewiss identity and useful for highlights and small labels.

Highlights –
ABC Repro Regular 85/87 pt
(Smallsize Circled Stylistic set)

Headline – ABC Repro Regular 85/87 pt

Talks The Aesthetic of Sustainability

Paragraph – ABC Repro Regular 20/23 pt

GEWISS is a key player on the market manufacturing solutions for home & building automation, energy protection and distribution systems, smart lighting and e-mobility. Established more than fifty years ago, guided by the values of **integrity**, **excellence** and **sustainability**, GEWISS has made **development** and the **research for quality** the principles that have guided every action and every choice.

Details – ABC Repro Bold 12/16 pt

12 **Gewiss Company presentation**

Helvetica Neue Condensed Regular and Bold are used as auxiliary fonts, only in the technical tables included in the Gewiss commercial catalogues.

Helvetica Neue Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!“”

Helvetica Neue Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!“”

Codice	N. poli	Tensione nominale	Colore	Frequenza	Riferimento h	Conf. Imb.
Corrente nominale (A): 16						
GW 60 001 FH	2P+T	100 - 130 V		50/60 Hz	4	25
GW 60 002 FH	3P+T	100 - 130 V		50/60 Hz	4	15
GW 60 003 FH	3P+N+T	100 - 130 V		50/60 Hz	4	50
GW 60 004 FH	2P+T	200 - 250 V		50/60 Hz	6	50
GW 60 005 FH	3P+T	200 - 250 V		50/60 Hz	9	15
GW 60 006 FH	3P+N+T	200 - 250 V		50/60 Hz	9	15
GW 60 007 FH	2P+T	380 - 415 V		50/60 Hz	9	15
GW 60 008 FH	3P+T	380 - 415 V		50/60 Hz	6	25
GW 60 009 FH	3P+N+T	380 - 415 V		50/60 Hz	6	50

NOTE: tutti i prodotti sono confezionati singolarmente.
Halogen Free secondo la norma EN 60754-2.
CARATTERISTICHE: tecnologia di connessione con morsetti a molla. Spinotti nichelati.

Example of usage in a technical table.

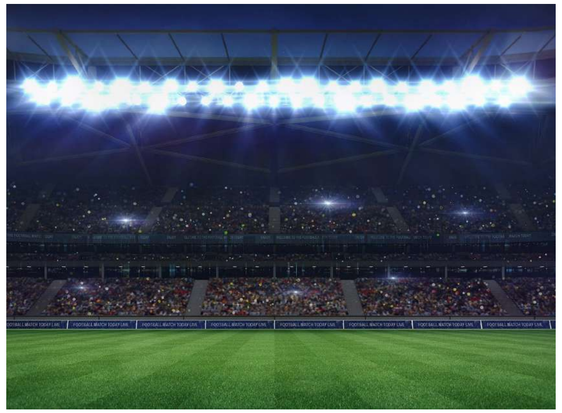
Graphik Light, Regular, Medium, and Bold are auxiliary fonts used exclusively in some digital applications such as the company website.

Graphik Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!“”

Graphik Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!“”

Graphik Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!“”

Graphik Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!“”



GEWISS provides a complete system for the lighting of sports fields, changing rooms, stalls, car parks, technical rooms, warehouses and offices, such as devices for the command, management, protection and energy distribution for all indoor and outdoor sports facilities.

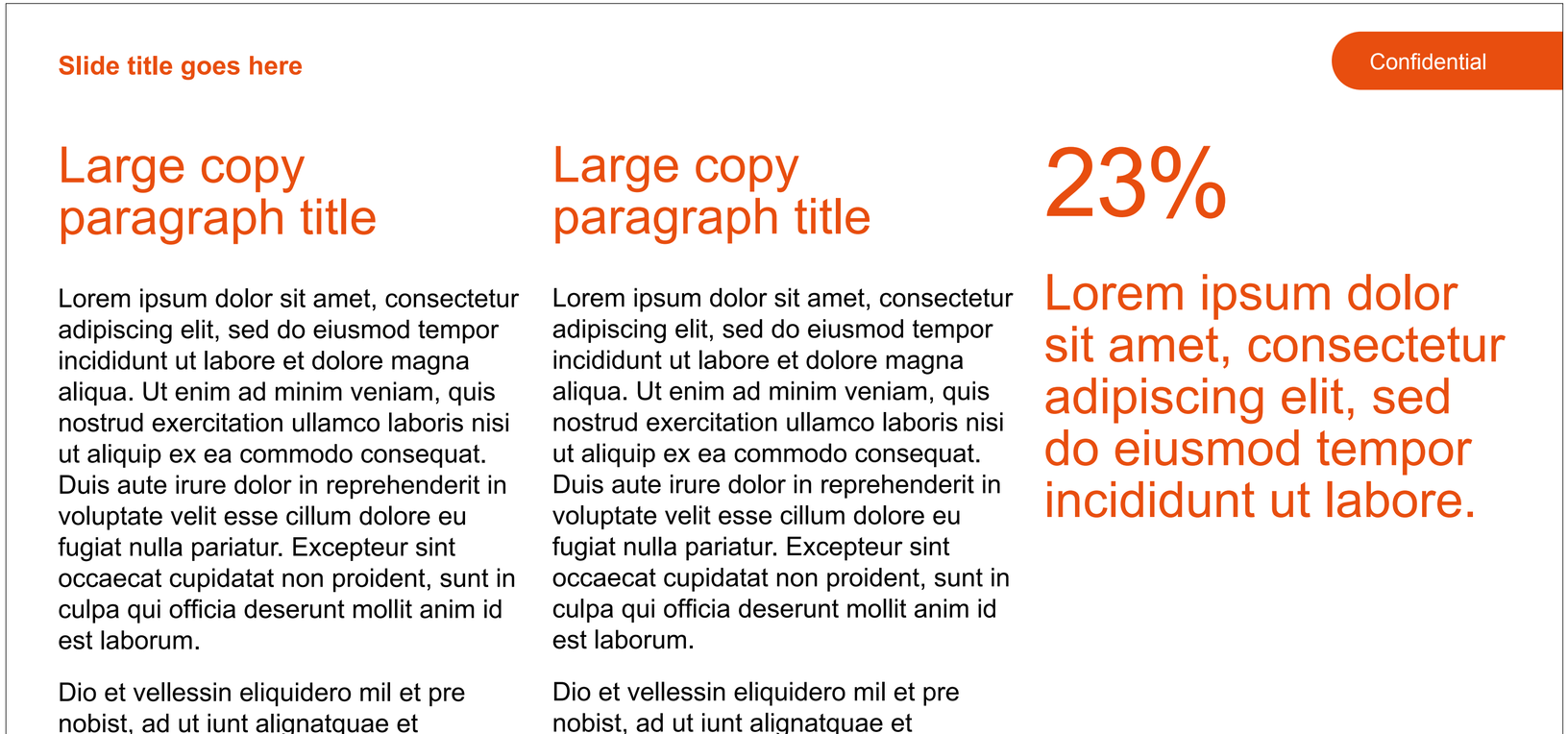
Example of usage in a website.

Arial, Regular, and Bold are system fonts used exclusively when it's necessary to ensure consistency in visualization across different devices and operating systems (for example, in PowerPoint presentations or Word files).

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!“”

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!“”

Example of usage in a powerpoint presentation.



Colors

Color palette

The Gewiss color palette is a rich set of colors, largely centered around the the use of Orange and White as key colors.

Colors Primary colors

The primary colors used for the Gewiss identity are Orange and White. Dark Grey complements the primary palette as an accent color.

Pantone 172 C

CMYK
0 80 100 0

RGB
232 78 15

HEX
#e84e0f

CMYK
0 0 0 0

RGB
255 255 255

HEX
#FFFFFF

Pantone 439 C

CMYK
5 0 0 90

RGB
60 56 57

HEX
#3C3839

Secondary colors

The secondary color palette consists of five additional colors, shown on the right.

These colors interact with the primary palette and are used sparingly, mainly as accent colors in illustrations or for complex graphics.

Pantone 727 C	Pantone 382 C	Pantone 630 C	Pantone 316 C	Pantone 266 C
CMYK 0 20 40 20	CMYK 30 0 90 0	CMYK 65 0 25 0	CMYK 100 55 45 40	CMYK 70 85 0 0
RGB 196 165 118	RGB 196 212 56	RGB 121 201 205	RGB 30 70 86	RGB 111 54 178
HEX #C4A576	HEX #C4D438	HEX #79C9CD	HEX #1E4656	HEX #6F36B2

Business unit color palette

The business unit color palette must only be used in internal communication and touchpoints.

CMYK
47 36 38 17

HEX
#878886

INSTALLATION
Grey

CMYK
1 80 52 0

HEX
#e8525e

ENERGY
Pink

CMYK
67 24 0 0

HEX
#40a6f2

BUILDING
Light Blue

CMYK
5 10 85 0

HEX
#f9db33

LIGHTING
Yellow

CMYK
76 0 100 0

HEX
#35a936

MOBILITY
Green

The Bicky

The Bicky is a graphic asset with a flexible behavior, directly derived from the Gewiss logotype shape, conceived to support multiple communication needs.

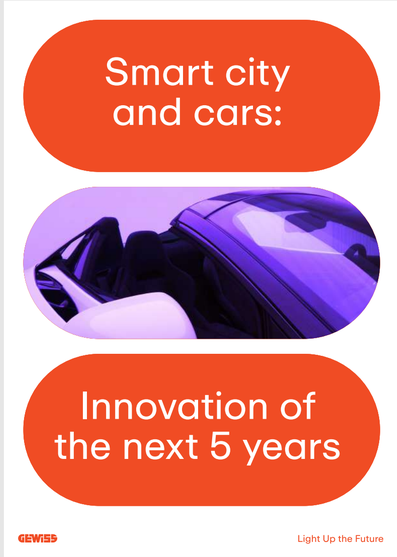
This graphic device is not intended to replace the Gewiss logo in any way and must never be used in its stead as the sole element identifying the company.

2023

Annual

Report

These examples show different uses and configurations of the Bicky in various contexts. The Bicky can be used as a standalone graphic device, or to frame text or photography.



The Bicky construction is based on the external shape of the Gewiss logotype.

As shown on the right, the Bicky has been developed in two different versions: Simple and Dynamic.

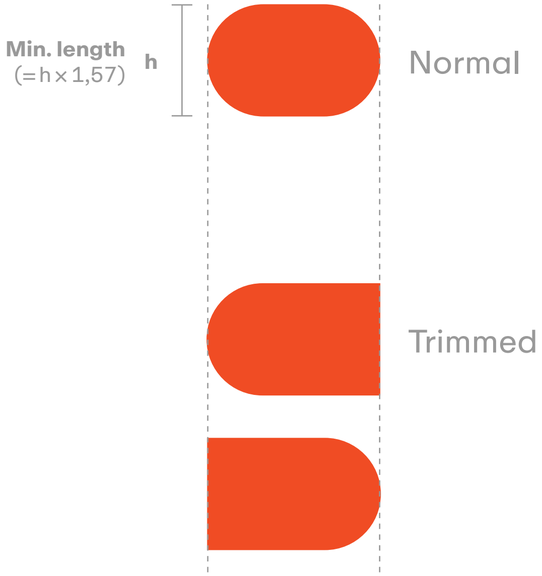
Both versions and their variations are provided as assets in open files.

Simple

Dynamic

The dimensions and proportions of the simple version of the Bicky should follow the indications illustrated on the right, without ever going beyond the maximum length or below the minimum length.

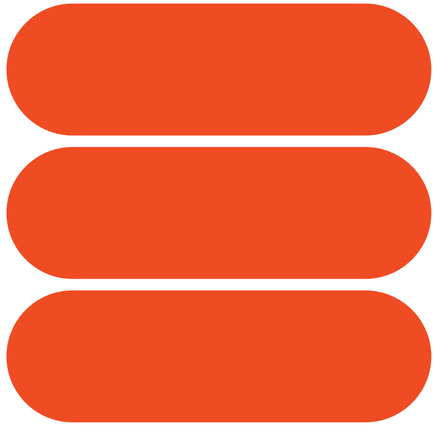
Depending on the layout, the Bicky can also be used with one end trimmed, as shown below.



This page shows some examples of the different configurations that the simple version of the Bicky can assume.

These configurations are meant to be used independently on separate layouts. Please do not mix different configurations in the same layout.

Single



Multiple
(up to 3)

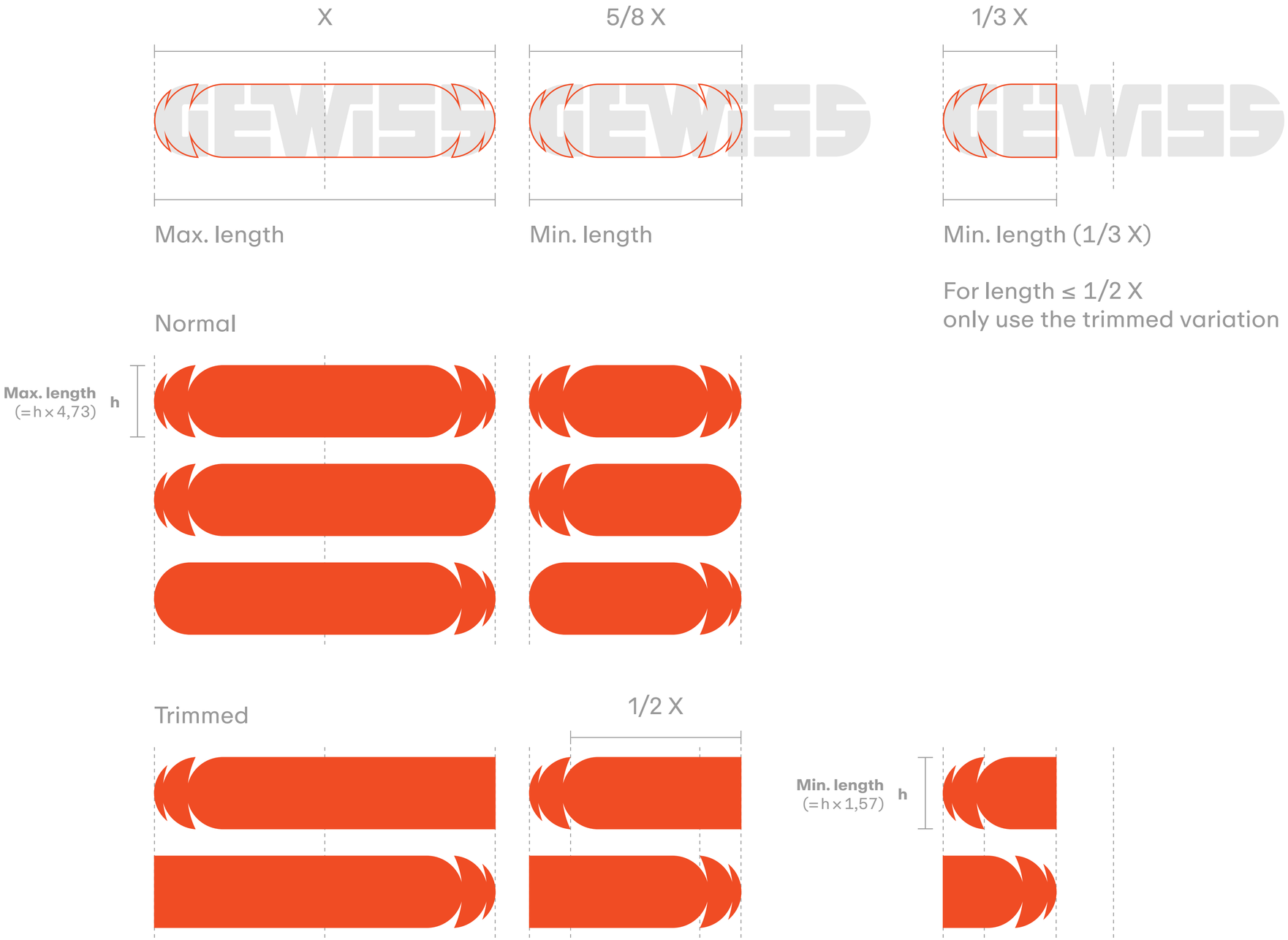
Multiple variable
(up to 4)

The dynamic version of the Bicky has been developed to add vibrancy to our device in some applications.

This version too is derived from the external shape of the Gewiss logotype, adding two dynamic elements within its overall width.

The dimensions and proportions of the dynamic version of the Bicky should follow the indications illustrated on the right.

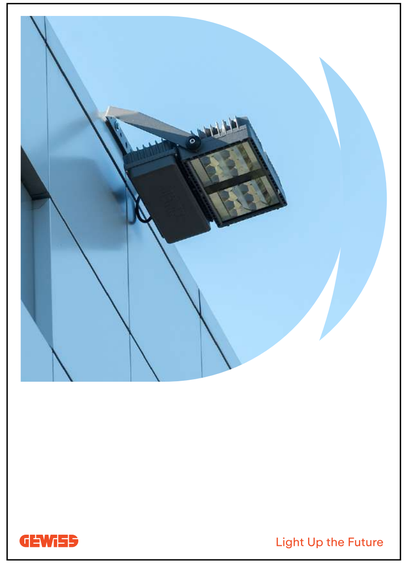
Similarly to the simple version, the dynamic version of the Bicky can also be used with one end trimmed, as shown below.



For use in exceptional cases, an alternative dynamic version of the Bicky has been developed, which is shorter and uses only one dynamic element.

Its minimum length must never be less than the width of the “G” of the Gewiss logotype.

Min. length



Example of use.

This page shows some examples of the different configurations that the dynamic version of the Bicky can assume.

These configurations are meant to be used independently on separate layouts. Please do not mix different configurations in the same layout.

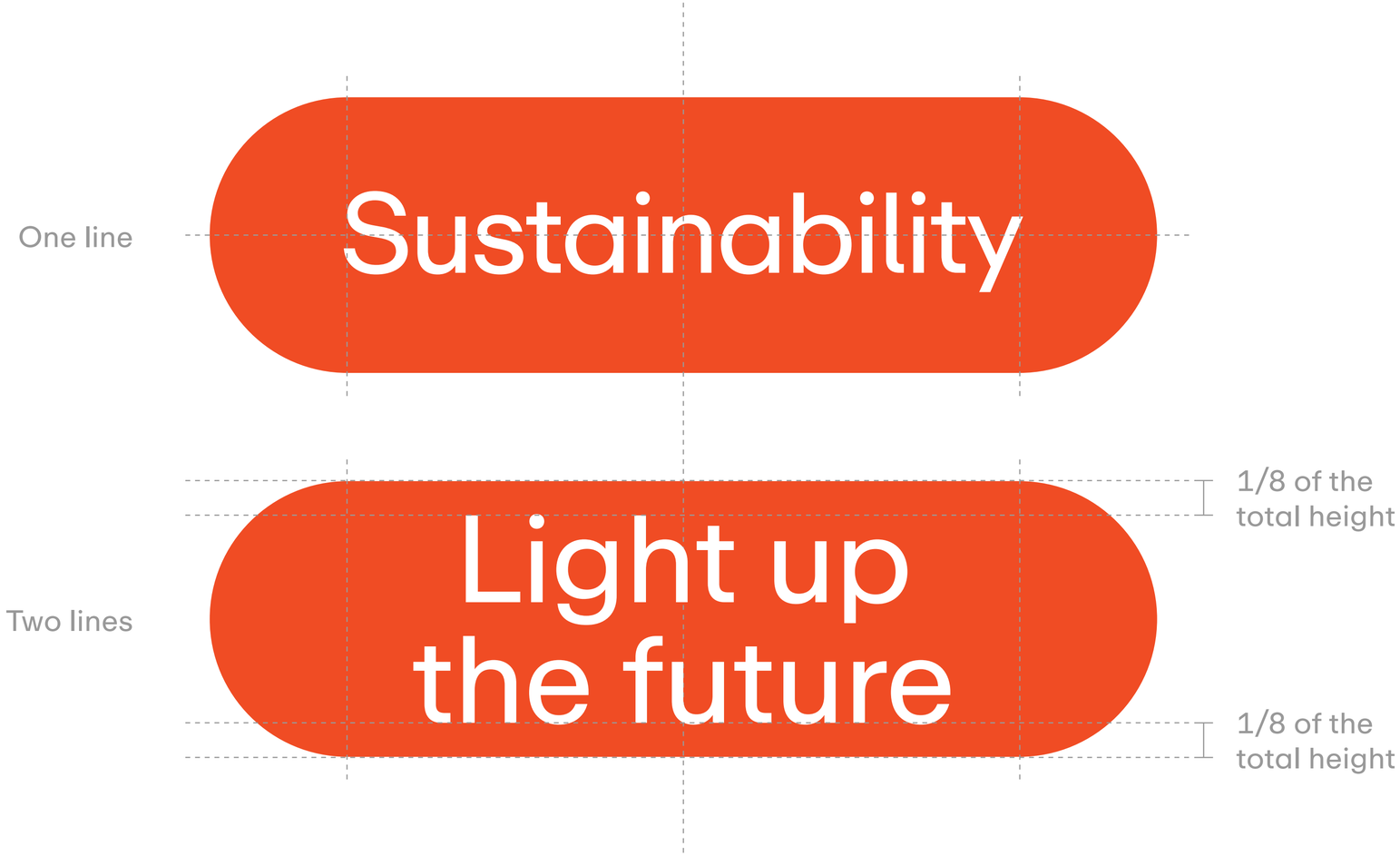
Single

Multiple
(up to 3)

When used with text, this should always be optically centered in the Bicky, both vertically and horizontally.

When arranging text within the Bicky, always leave a bottom and top margin equal to 1/8 of the total height of the Bicky. Never spread text over more than two lines.

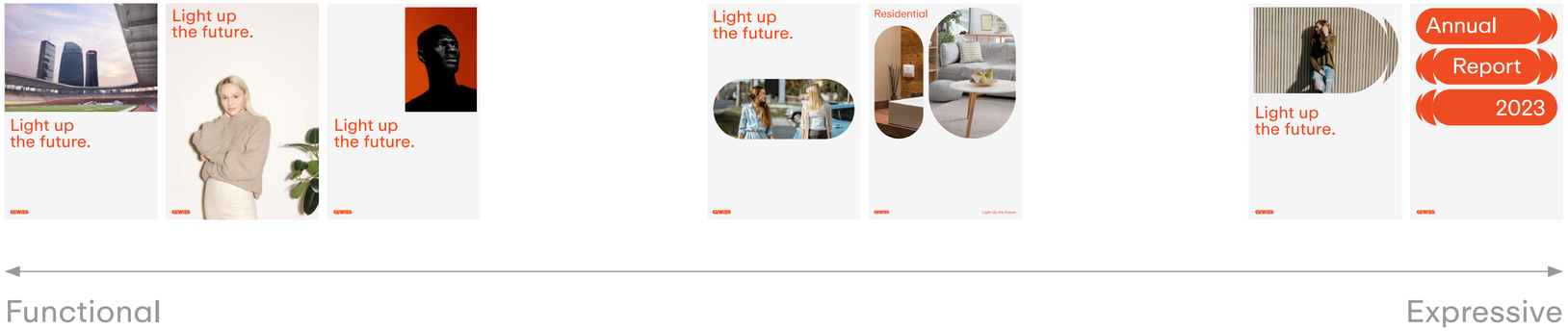
On the Gewiss Orange background, the color of the text must always be White. When the Bicky is used in White on a Gewiss Orange background instead, the text must always be Orange.



It is possible to apply optical refinement for balancing the composition.

According to the tone of communication, the layouts can range from a more functional feel, characterized by a clean composition with the use of few elements, to a more expressive design, that explores bolder layouts and include the use of the Bicky.

The Bicky should never become a constraint and should be used only on touchpoints or in situations that require more expressivity.



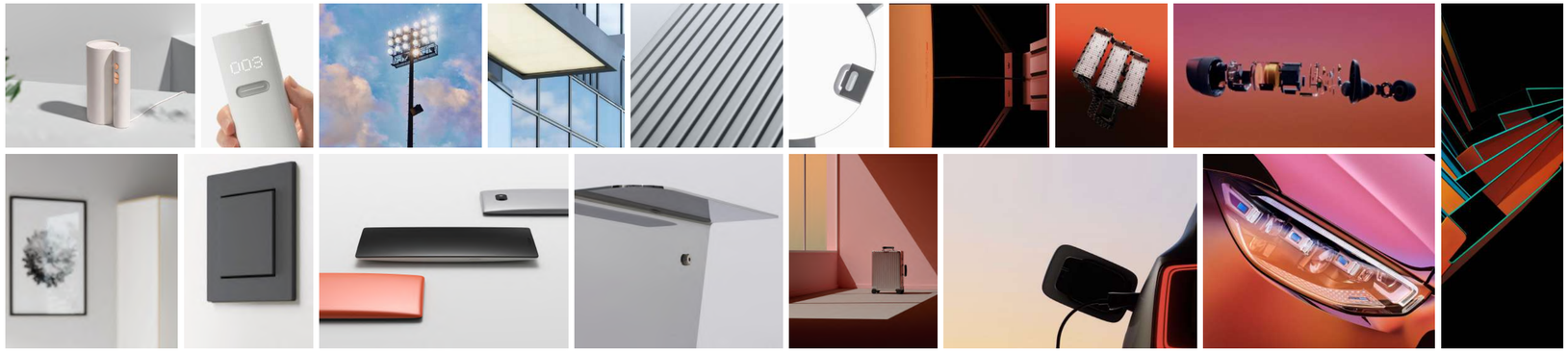
Imagery style

When portraying people and spaces, the images can range from everyday contexts and situations to a more creative and experimental representation of subjects, always maintaining a refined and sharp look.

Real — Expressive

Images for illustrative purpose only. They may not be copied, distributed or used in any other publication or medium.

When presenting products, the images can range from product photography in everyday context to more evocative and experimental close-ups, always maintaining a refined and sharp look.



Functional ⟷ Expressive

Images for illustrative purpose only. They may not be copied, distributed or used in any other publication or medium.

When choosing images from existing libraries or producing ad-hoc photographs, take into account the look and feel principles expressed on this page.

Clean and curated style.

Positive and relaxed feeling.

Everyday situations elevated through lights and composition.

Interesting points of view that emphasize the relationship between the subject and the space.

Refined representation of product shapes and details.

When needed, leverage a bold visual language by using Gewiss Orange as an integral part of the image.

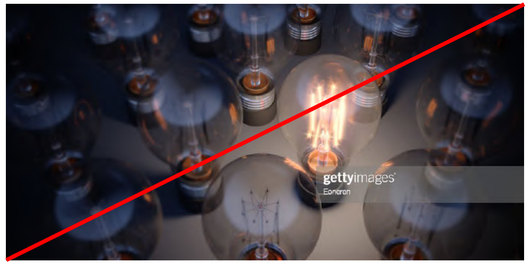
Images for illustrative purpose only. They may not be copied, distributed or used in any other publication or medium.

Here on the right are some examples of images and treatments that do not conform to the Gewiss photographic style.

Unrealistic settings, color effects on images, and unnatural lighting, for example, should always be avoided.

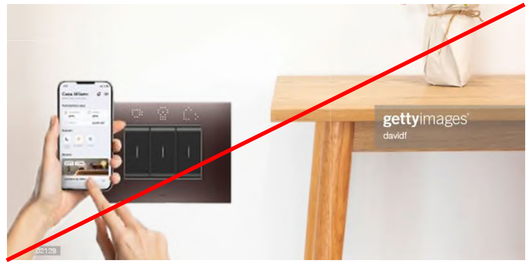
Overexposure or excessive use of contrast and/or saturation.

Staged pose and expression.



Industry cliché.

Artificial representation.



Unprofessional/amateurial editing.

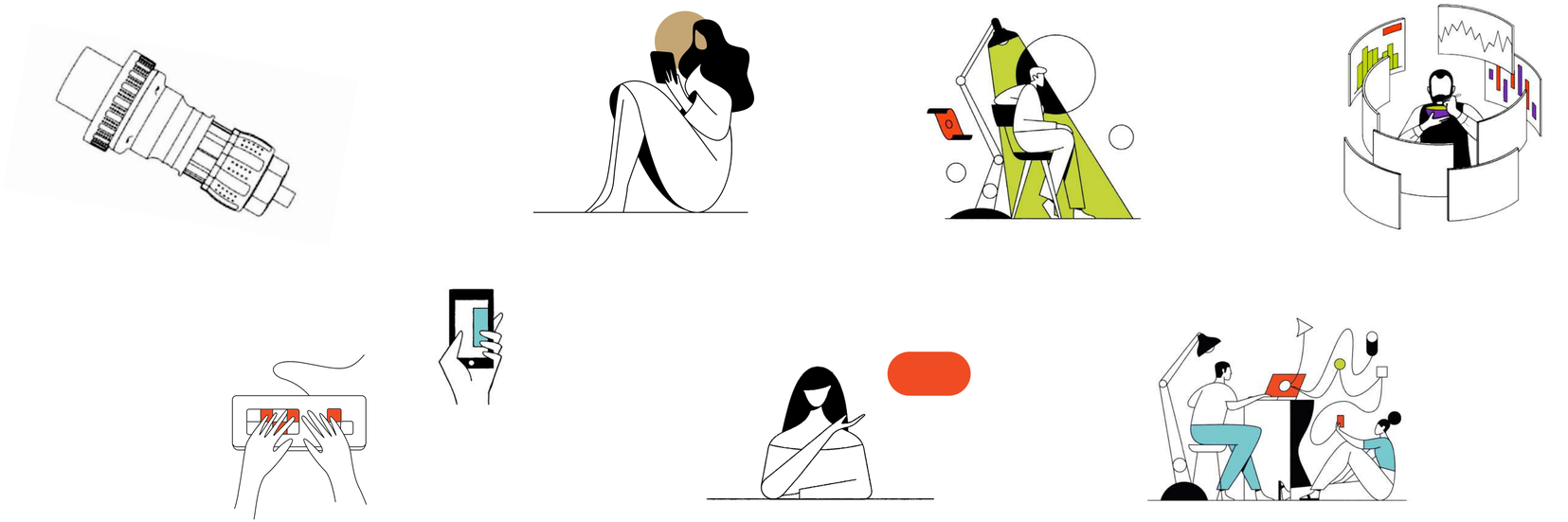
Illustrations or other elements over the image.

Images for illustrative purpose only. They may not be copied, distributed or used in any other publication or medium.

Illustration style

The Gewiss illustration style is used to cover a wide range of topics: from functional visualisations to more conceptual illustrations, always maintaining a clean and modern look.

The fine-line style is inspired by the technical drawings of the products. The accent colors from the Gewiss palette are used to brighten up and enrich the illustrations.



Functional — Expressive

Images for illustrative purpose only. They may not be copied, distributed or used in any other publication or medium.

Application examples

Annual Financial

Report

2022

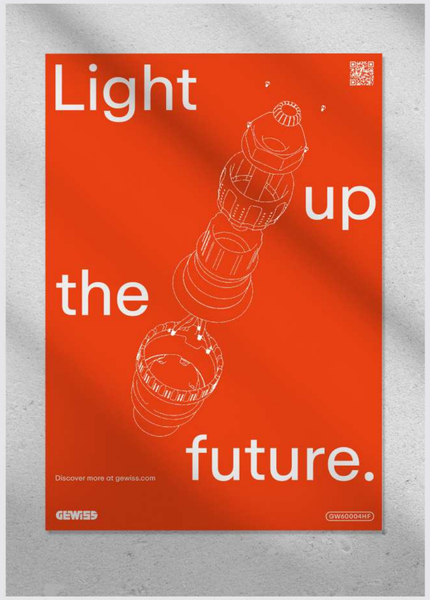
GEWISS

Bilancio di

Sostenibilità

2022

GEWISS



Product Showcase

An innovative cable to support the circular economy

Cosa significa sostenibilità nel tuo quotidiano lavorativo?

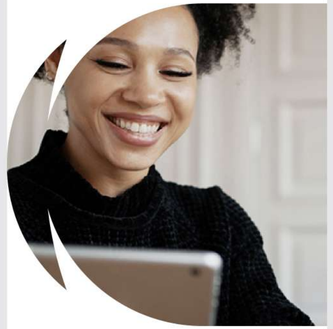
Daniela Belotti

Gewiss Italia

The smart guide:

Home automation

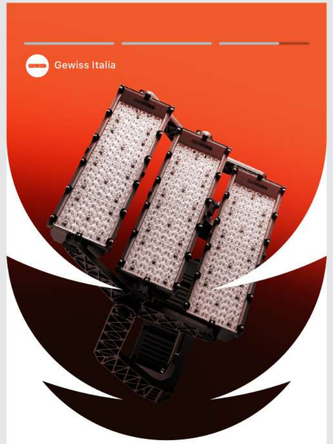
Gewiss Italia



"Gewiss domotics empowers me to have full control of my house"

SARAH - 46, Berlin

Gewiss Italia



Game On

Basic Materials

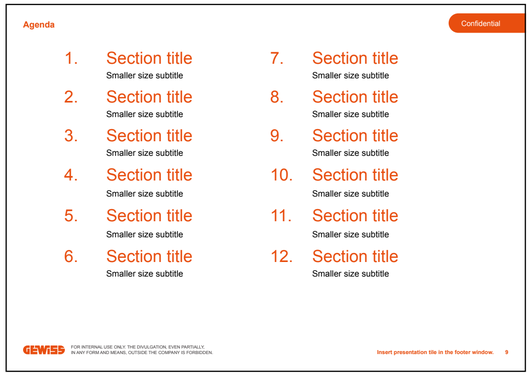
Business card icon
(Gewiss' version)

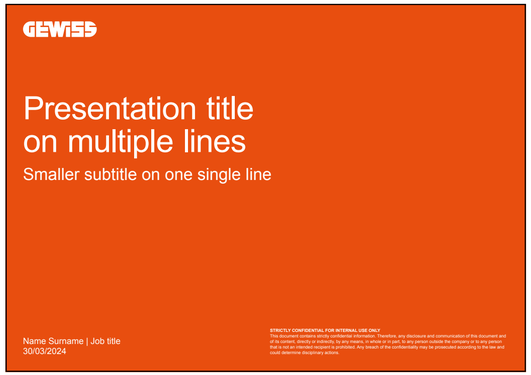
Here a preview of the Gewiss' digital business card, the two two visualisations depending on the phone orientation.

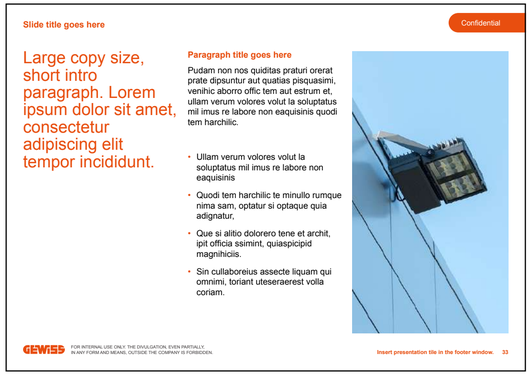
Vertical version
(Vertical phone orientation)

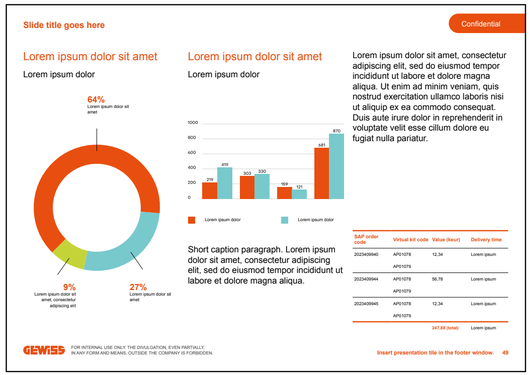
Horizontal version
(Horizontal phone orientation)

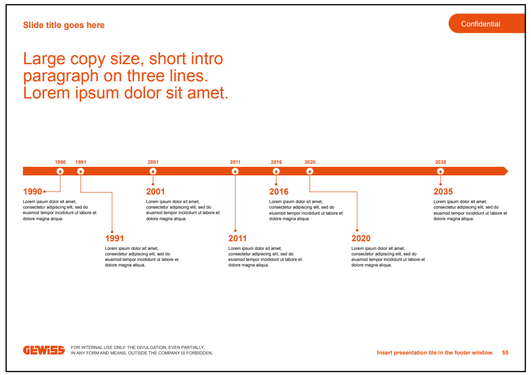
Here are some examples of the Gewiss' Powerpoint presentation template.







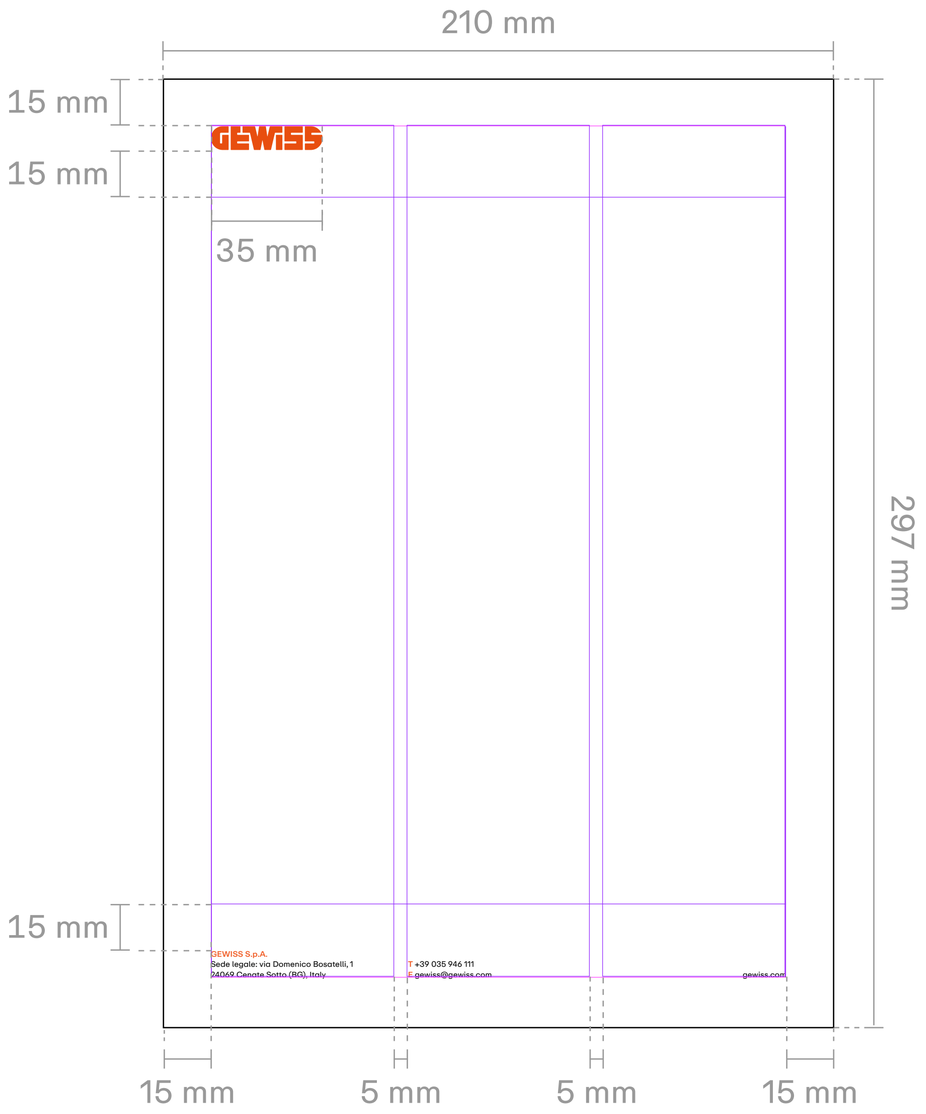




For the Gewiss' .ppt file please contact the Gewiss Brand & Digital area.

The Gewiss letterhead template is based on the UNI ISO format A4 (210 × 297 mm).

The layout features 15mm margins, with the Gewiss logo positioned in the upper left corner, and all company information placed at the bottom.



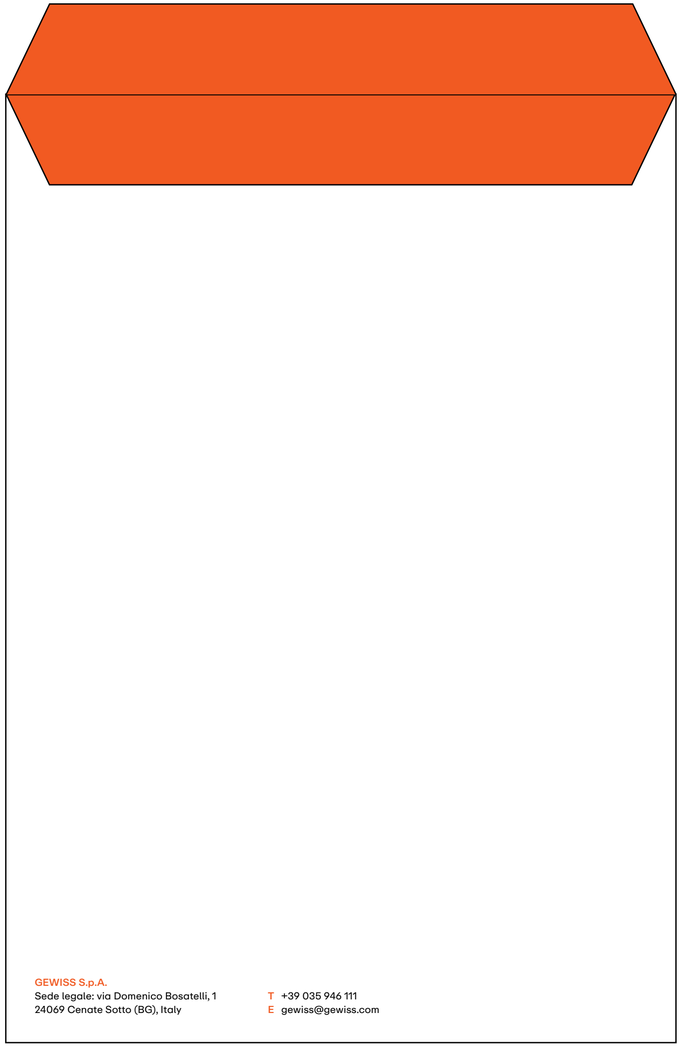
Type:
Arial 7/9 pt

The Gewiss C4 Envelope template is based on the UNI ISO format C4 (229 × 324 mm).

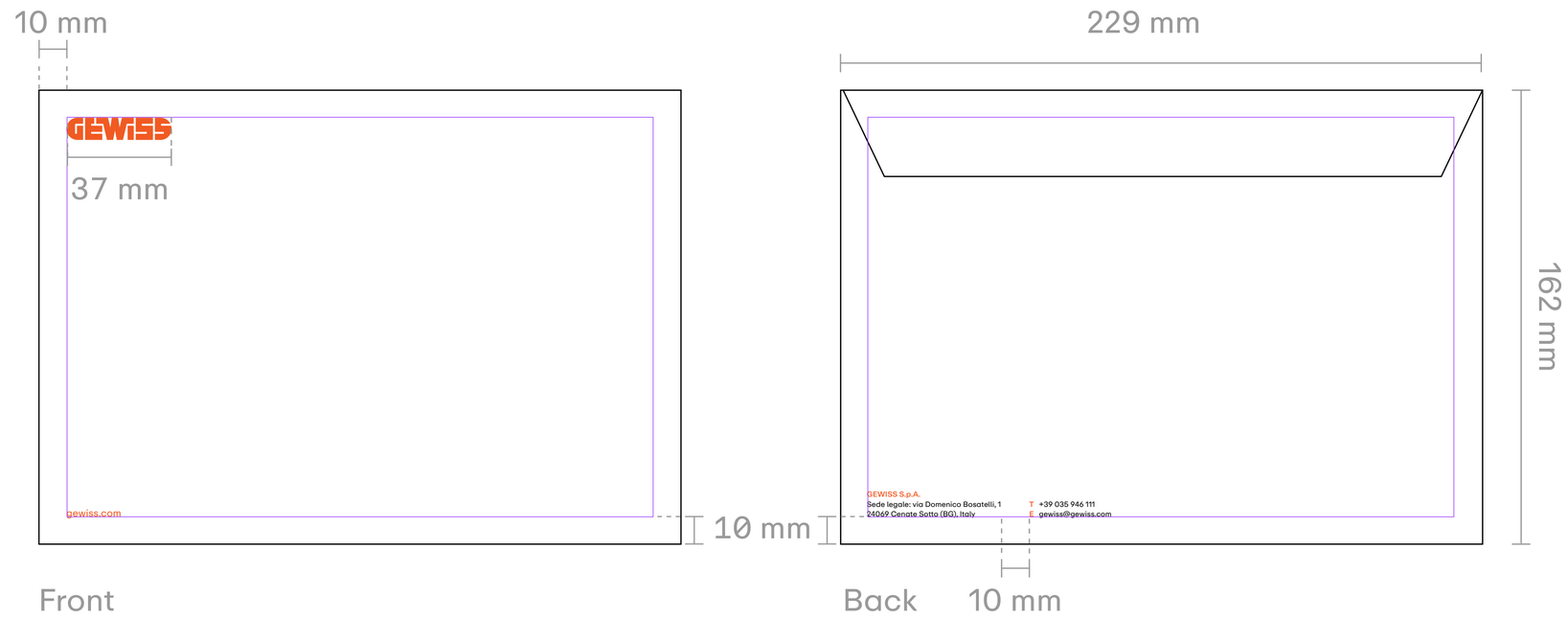
The layout features 10mm margins. On the front, the Gewiss logo is positioned in the upper left corner, with the website URL placed at the bottom. On the back, the company information is placed at the bottom

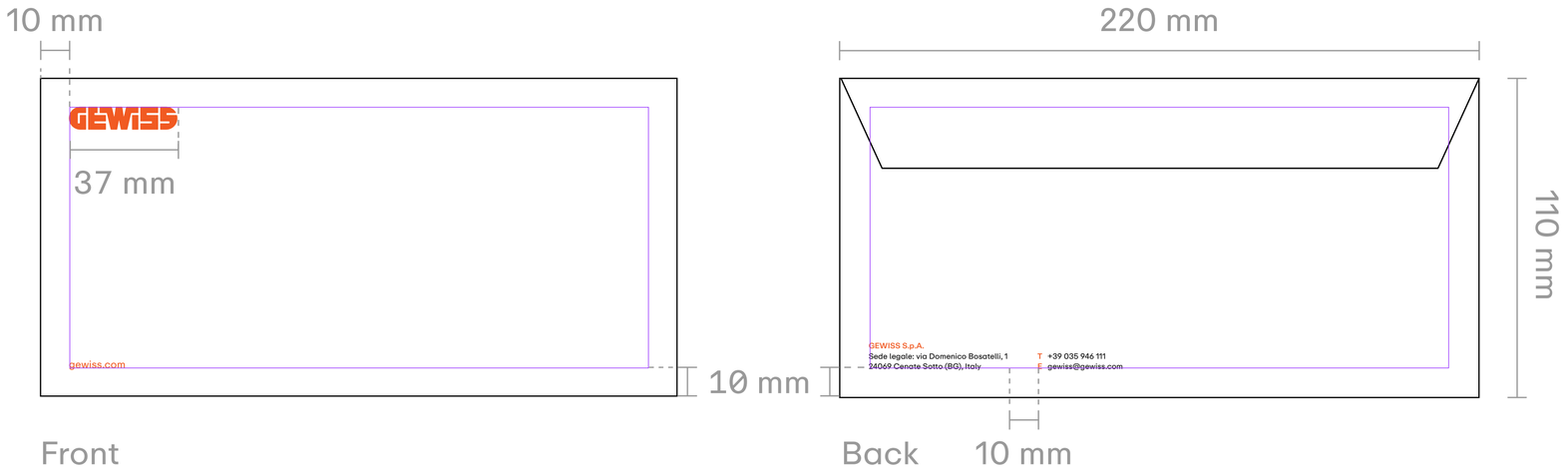
Special Envelopes C4

On special occasions, the inside of the envelope may be colored in Gewiss orange (Pantone 172 C).



When designing envelopes of other standard sizes, the same rule as the C4 envelope applies.





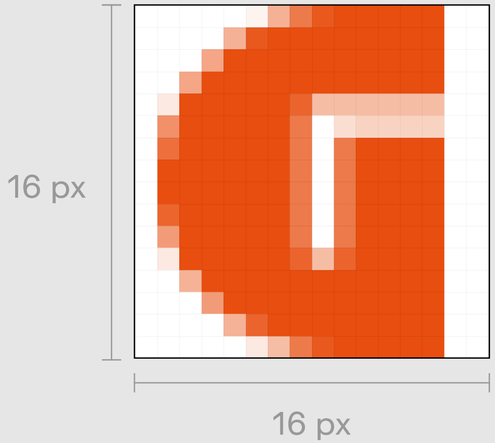
There are two versions of the e-mail signature: the first one includes just the Bicky logo, for when there are no active campaigns; the second one allows for the insertion of active campaign banners.

Version 1

Version 2

Favicon

The Gewiss Favicon features the distinctive initial 'G' derived from the logo, serving as a concise and recognizable symbol across digital platforms and interfaces.



Business card icon
(Gewiss and PiL's version)

Here is an example for the digital business card for Gewiss and Performance in Lighting.

Vertical version
(Vertical phone orientation)

Horizontal version
(Horizontal phone orientation)

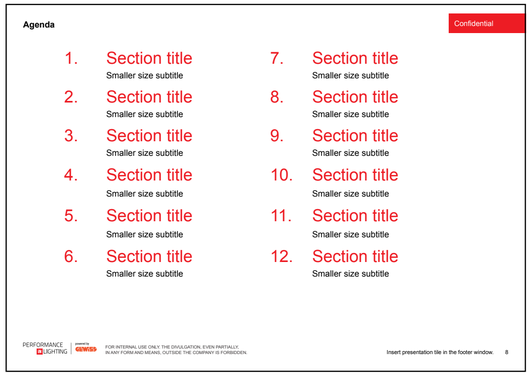
Business card icon
(Performance in
Lighting's version)

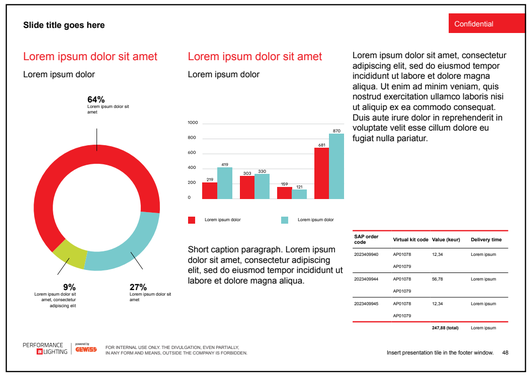
Here is an example for the digital business card for Performance in Lighting.

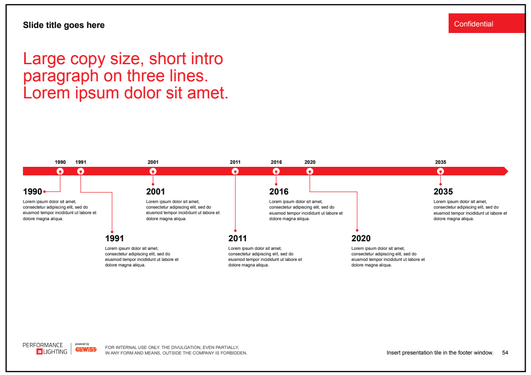
Vertical version
(Vertical phone orientation)

Horizontal version
(Horizontal phone orientation)

Here are some examples of the Performance In Lighting's Powerpoint presentation template.

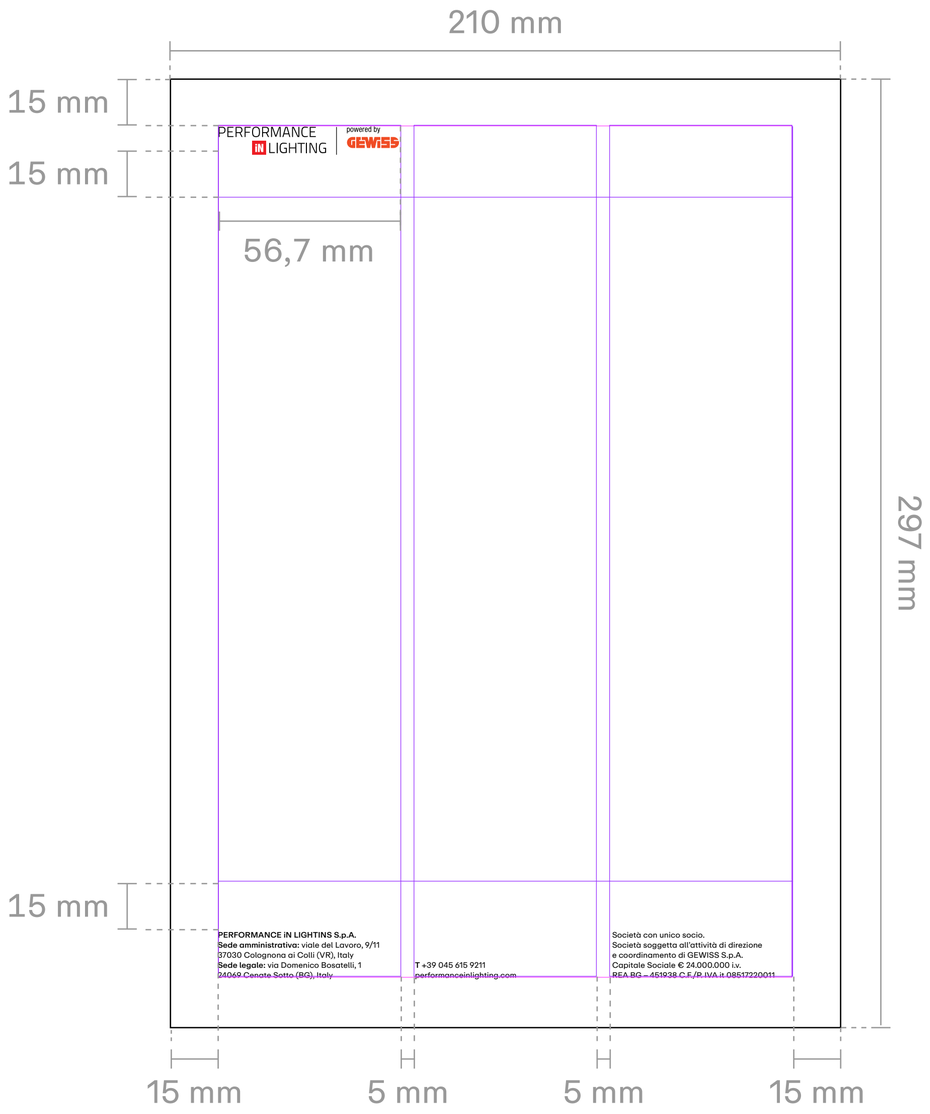




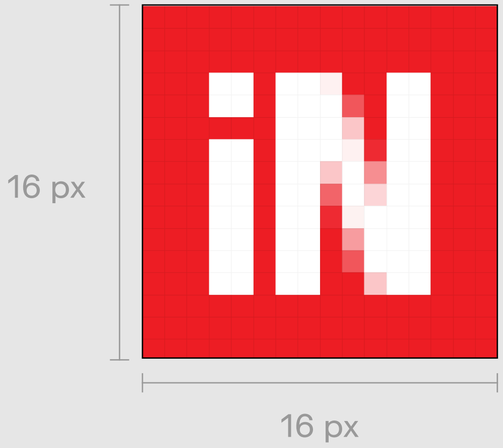


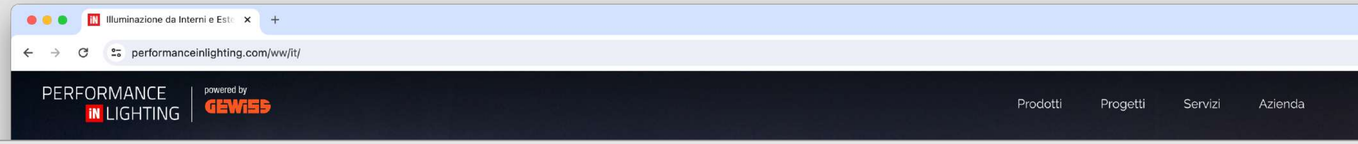
For the Gewiss' .ppt file please contact the Gewiss Brand & Digital area.

Here is the Performance in Lighting letterhead, it follows the same design rules as the Gewiss letterhead previously displayed.



Here is the Performance in Lighting Favicon, where the distinctive "iN" from the logo is optimized for the 16x16 px grid.



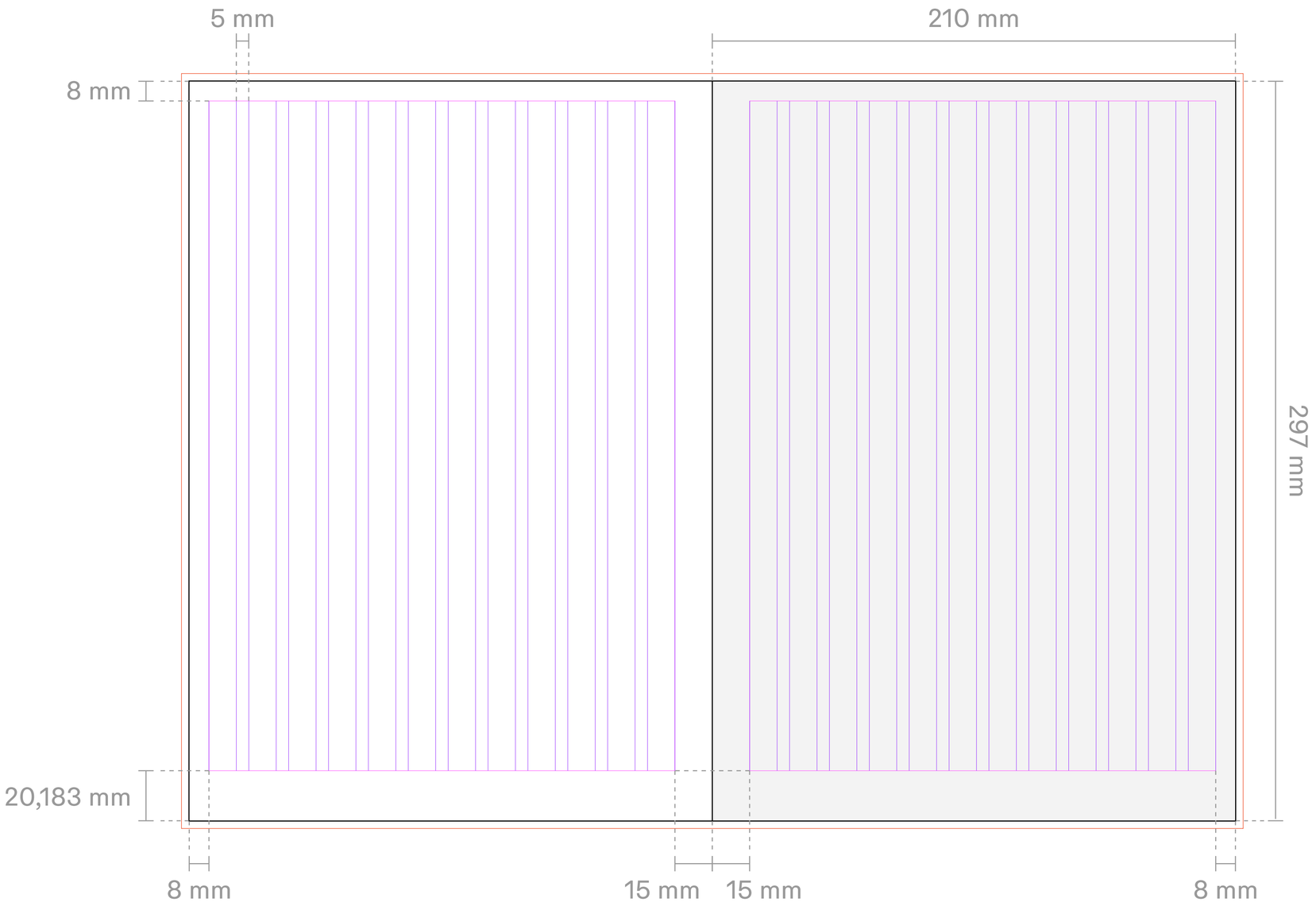


Brochure template

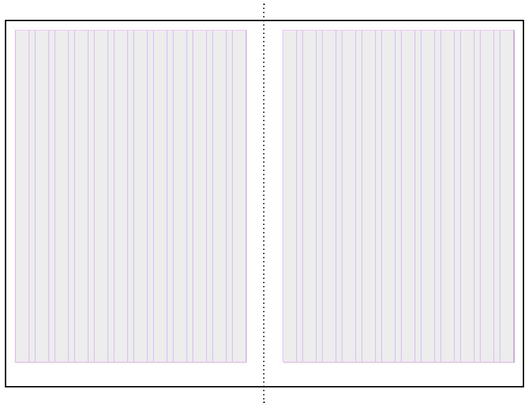
The Gewiss brochure template is based on the UNI ISO format A4 (210 × 297 mm).

The brochure layout uses a flexible 12-column grid to accommodate a wide variety of content.

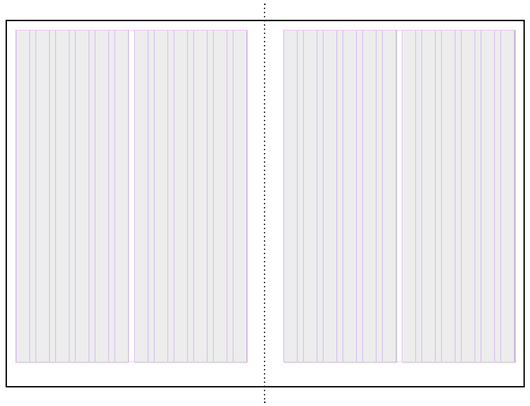
Bleed, set at 3 mm on each side, is used for background colors or images that run to the edge of a page.



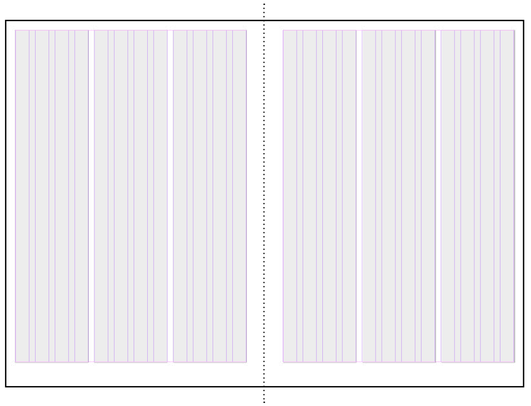
The 12-column grid allows for multiple configurations and flexible use of the page. The structure can accommodate from a single column per page to a maximum of 6 columns per page.



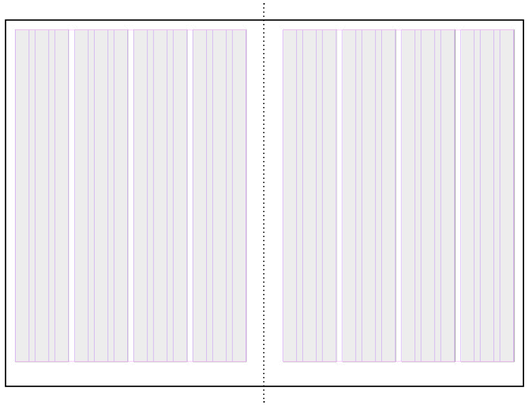
Single-column layout



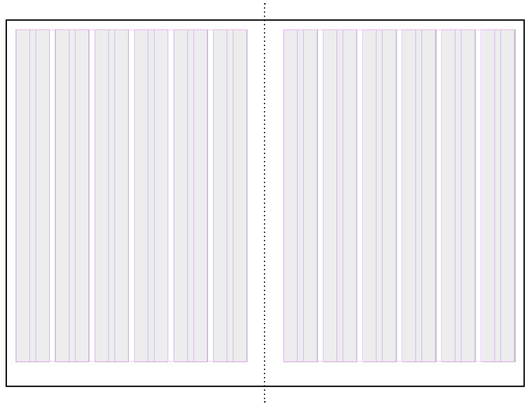
Double-column layout



3-column layout



4-column layout



6-column layout

It is possible to combine columns of different widths on the same page or spreads to organise complex, rich content while achieving more dynamic layouts.

The use of a baseline grid helps to keep consistent alignments in the layout and across different publications.

The baseline grid of Gewiss brochures has a 6 pt increment starting from the top margin.

All copy should always sit on the baseline grid. Images, as well, should align to the grid as much as possible, always considering the visual weight and negative space of specific images (e.g. cut-outs and technical drawings).

In the case of complex content, such as tables and diagrams, the baseline grid can be overridden, always making sure the overall design is well balanced and matches the layout style.

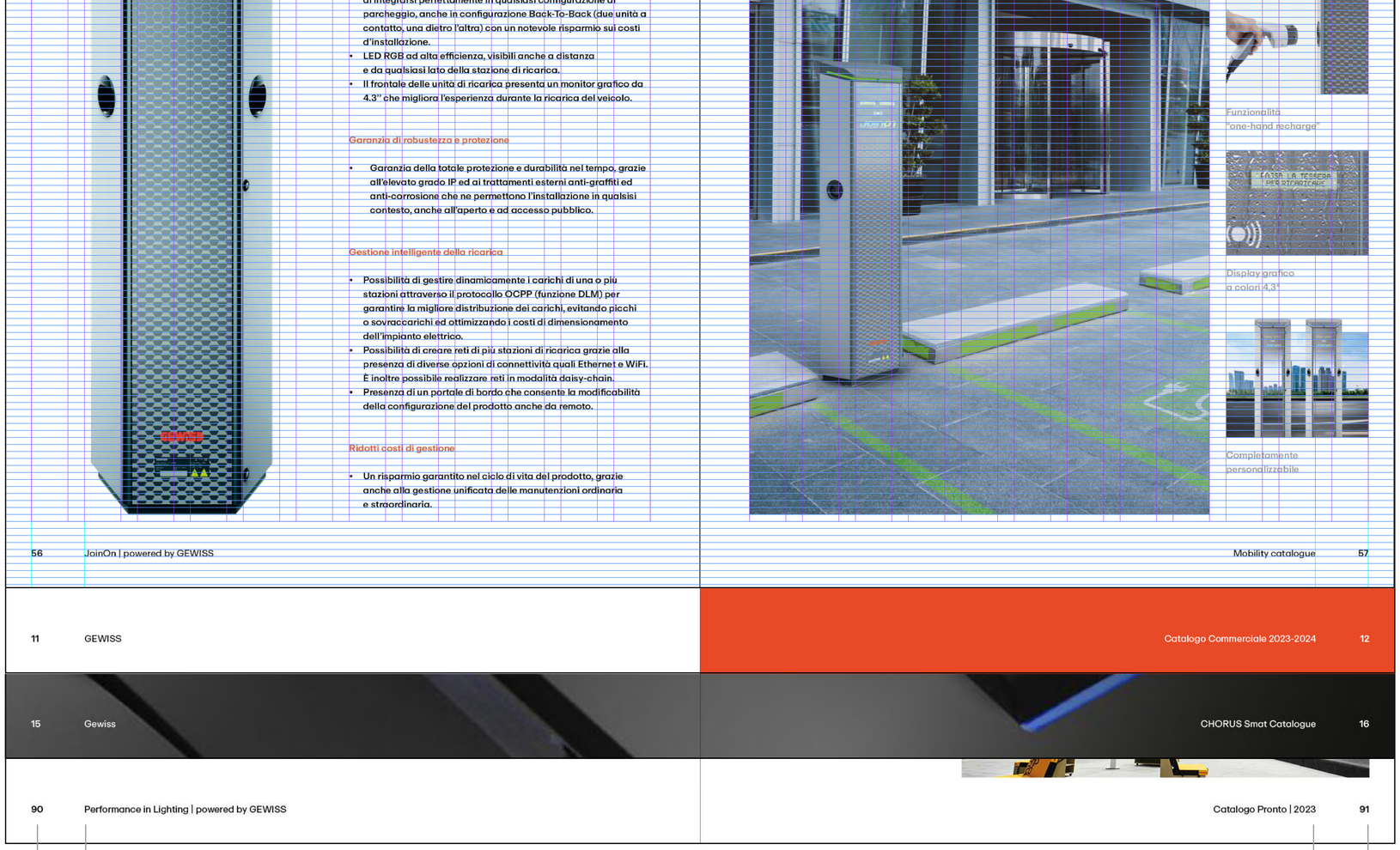
Brochure template Footer

The page number and footer sit on the baseline grid outside the bottom margin. This ensures that these elements do not interfere with the content within the margins.

The page number is always aligned to the outer margin.

The left footer is left-aligned to the second column and it is used for the company name (the sender) whose logo is on the front cover.

The right footer is right-aligned to the penultimate column and it contains the brochure title that appears on the front cover.



Sender
(logo on the cover)

Brochure title

Left page number

Right page number

We developed a clear set of Paragraph and Character styles to organise the content of the brochures. Relying on a limited number of styles and variations helps maintain a strong hierarchyand consistency.

The size, weight, and colour of the text are defined in the paragraph style settings and should never be overwritten.

Here is an overview of the Paragraph styles that can be combined in the layout.

Exceptions should be limited to specific cases, e.g. when laying out infographics with large figures and complex diagrams.

LH 200/186

H1 Regular Orange 72/66 pt

H2 Regular Orange 48/48 pt

H3 Regular Black 24/24 pt

Subhead Regular Black 16/18 pt

Large copy Regular Black 12/12 pt

Body copy Regular Black 9/12pt
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore

Caption Medium Black 8/12pt

Caption Bullet list
Medium Black 8/12pt
Lorem ipsum

Table header Helvetica Neue Bold Condensed 9 pt

Table copy Helvetica Neue Condensed 9 pt

Character styles are only used for variations in colour, font weight or style from what is defined in the paragraph style.

They can be very useful for creating further content hierarchy – e.g. for labels, heading items in tables, differentiating small headings from body copy, etc.

Please refrain from using these styles to highlight individual words and/or sentences in the body of a text.

Circled text

Circled text Orange

Circled text White

Circled text Medium

Circled text Medium Orange

Circled text Medium White

Black (color only)

Orange (color only)

White (color only)

Light Grey (color only)

Regular

Regular Italic

Regular Italic Orange

Regular Italic White

Medium

Medium Orange

Medium White

Medium Light Grey

Medium Italic

Medium Italic Orange

Medium Italic White

Bold

Bold Orange

Bold White

Bold Italic

Bold Italic Orange

Bold Italic White

The brochure template includes various types of layouts clearly categorised as follows:

- Front covers
- Back covers
- Table of contents
- Intro & Editorial pages
- Separation pages
- Overviews
- Detailed content
- Tables & diagrams

Brochure covers can span from a more functional to a more expressive feel.

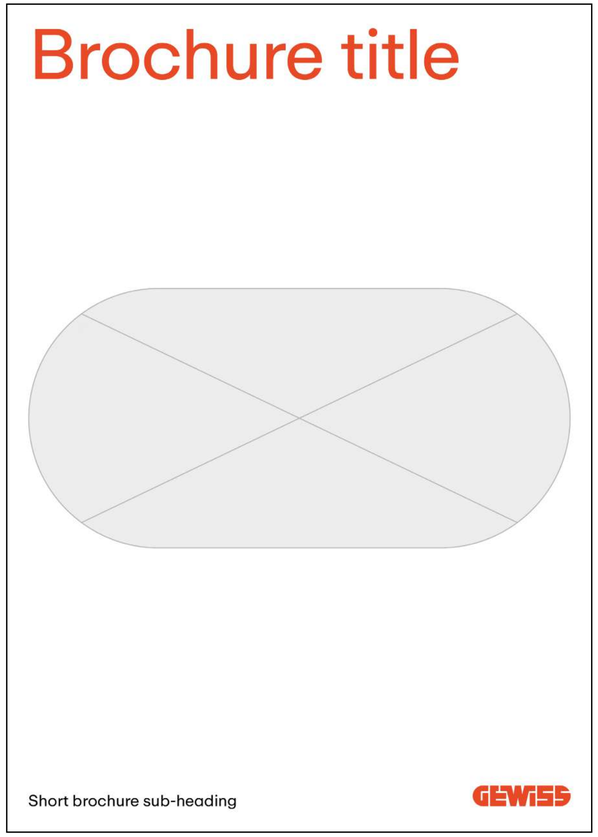
Brochure covers should always include:

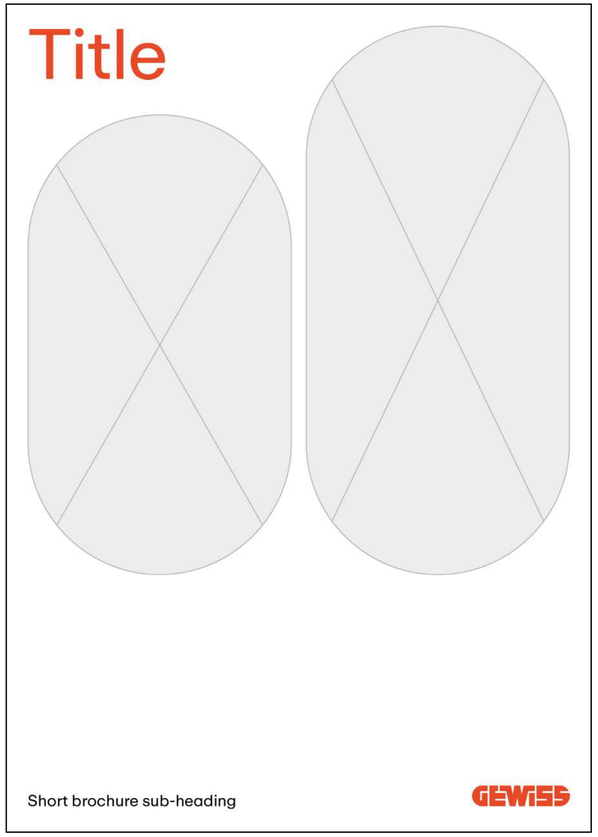
- The title of the brochure
- The logo of the sender (Gewiss or one of its sub-brands)

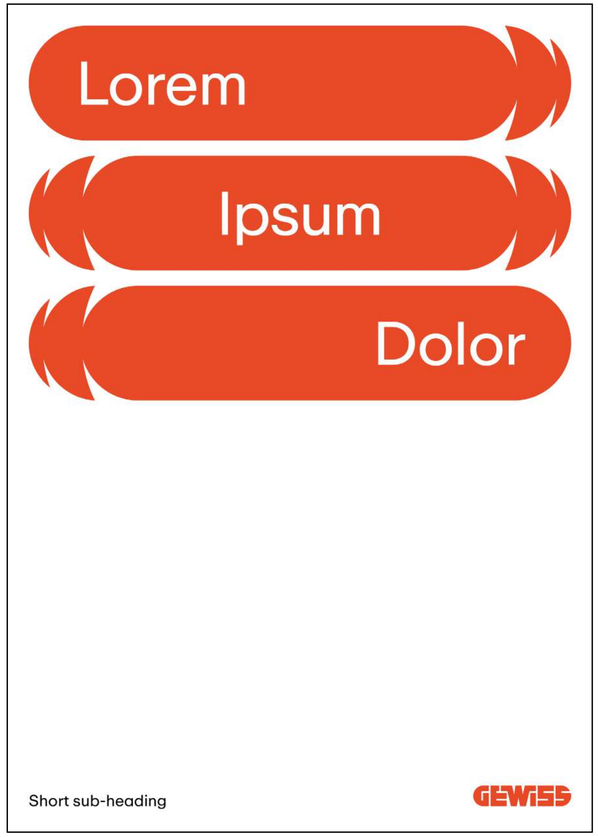
Optionally, the covers may include:

- The subtitle of the brochure, in a smaller type size
- A photographic image – full-bleed, rectangular or inscribed in the Bicky (according to the type of brochure)

Functional cover templates







Expressive cover templates

The logo of the sender of the brochure is always visible on the cover.

This is usually the Gewiss logo.
The logo area can otherwise be used for the logos one of its sub-brands.

To avoid redundancies, these logos do not appear on internal pages, where the sender's name is simply typed in the footer.

JoinOn cover example

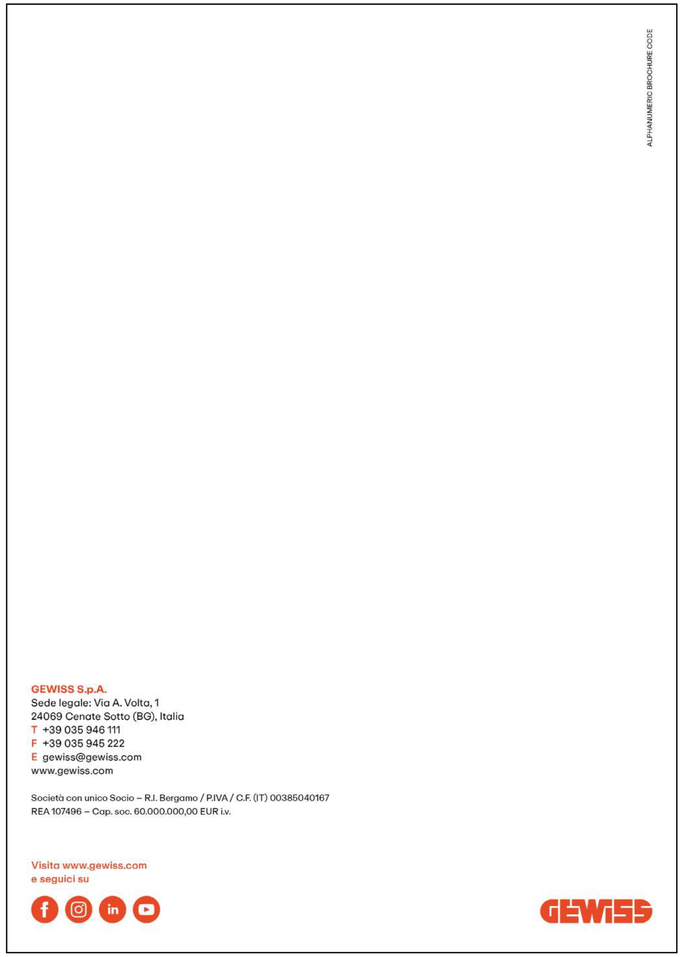
PiL cover example

Layouts
Back covers

Back covers include the company contacts and the logo of the sender, in the same position as on the front cover.

Optionally, it is possibile to include a CTA with a link to the website and to the social channels.

Standard back cover

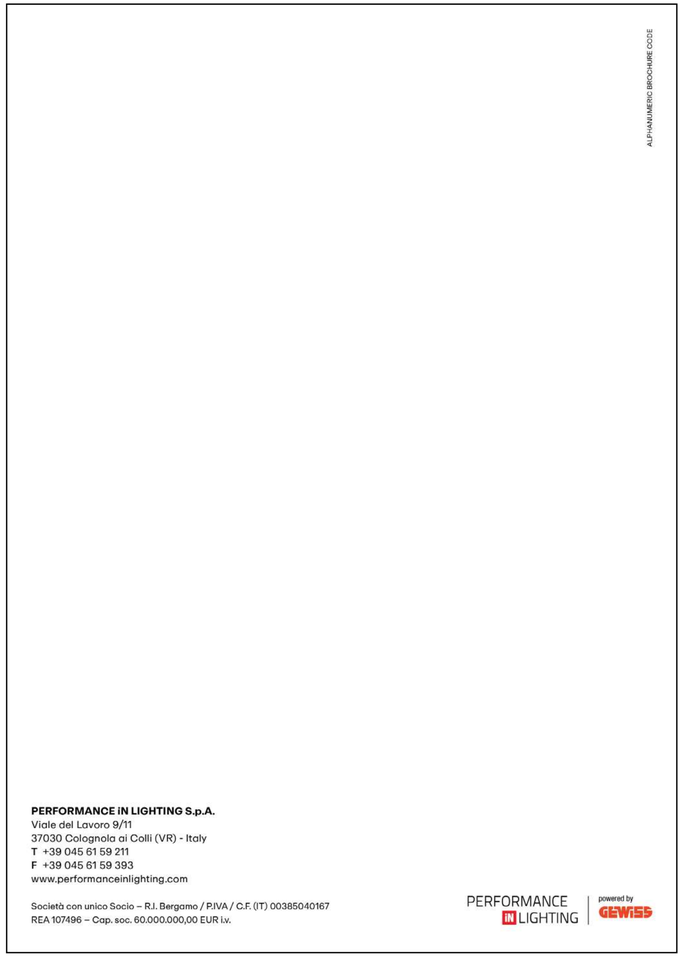


Back cover with CTA socials

Layouts
Sub-brands back covers

Similarly to the covers, the back covers of sub-brands use their respective logos instead of the Gewiss logo, in the same position as on the front cover.

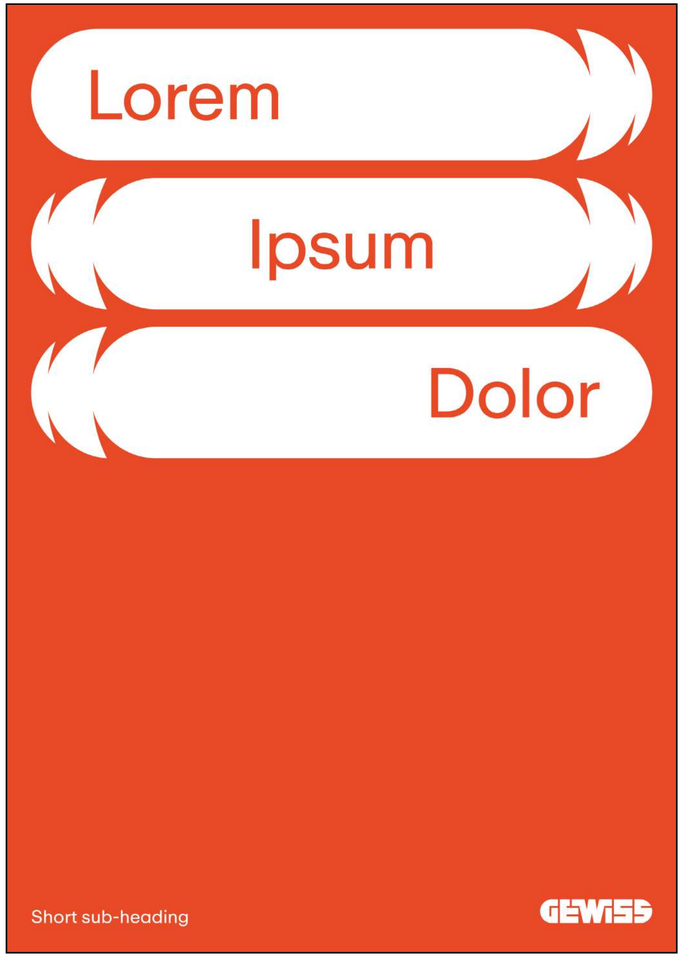
JoinOn back cover



PiL back cover

The front and back cover example on this page is intended for special uses only.

For these exceptional uses, it is possibile to use a composition of dynamic Bickys on a full-colour Gewiss Orange background. In this case the subtitle of the brochure, the Gewiss logo, and the contact info on the back are set in white.



Front cover

Back cover

The table of contents is simple and clear, only using type and generous white space.

The main sections are ordered using the circled text style for the section numbers.

Single page table of contents

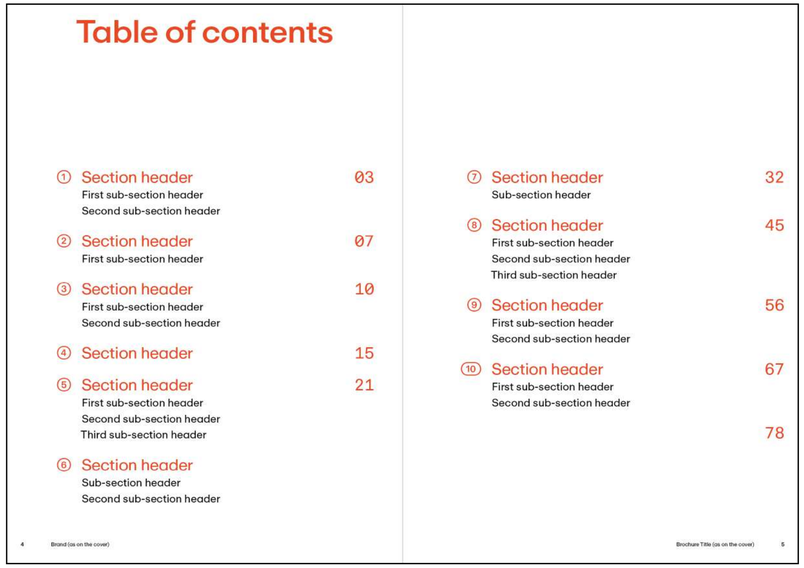
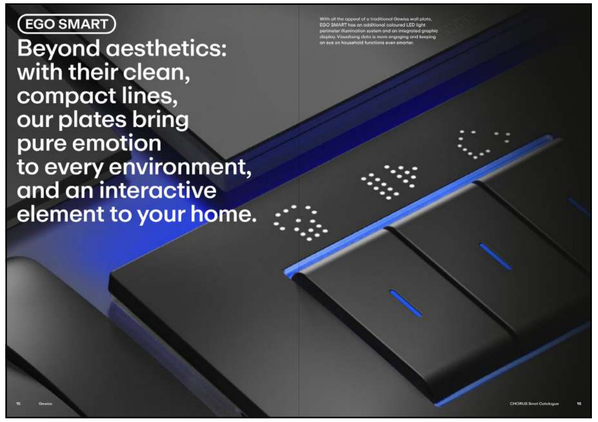


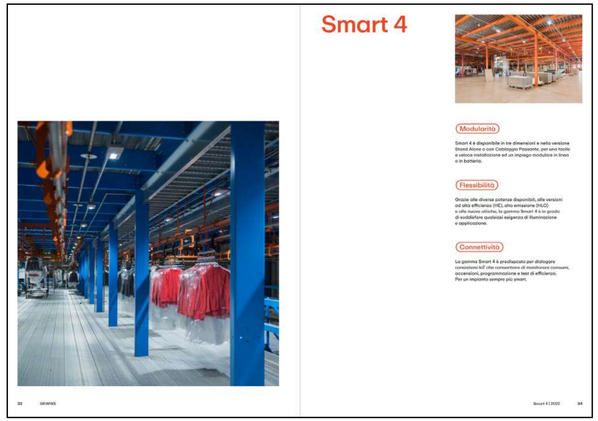
Table of contents on multiple pages

Intro & Editorial pages cover a broad variety of layouts that serve very different purposes.

These pages are usually used as the introductory opening of the brochure or to create breaks in the flow of content, making room for feature articles, interviews, reportages, photo essays, etc.

Layouts tend to have a more expressive and editorial feel, featuring statements in large type, short texts, large pictures and illustrations, also on solid Gewiss Orange backgrounds.





Intro pages examples

Purely illustrative

Layouts
Intro & Editorial pages

Editoial pages examples

Purely illustrative

Separation pages are used to open specific sections creating a clear separation from previous and subsequent content.

The use of Gewiss Orange solid colour backgrounds helps to reinforce the visual break. These pages use a simple layout that may include a heading and small paragraphs of text, as well as photographic images or technical drawings.

Separation pages examples

Purely illustrative

Overview pages are used to present overviews of products, benefits, and features at a high level.

They feature large photographs and cut-out images, short and clear paragraphs of text, addressed to the general user.

The overall balanced feelis achieved through the use of large white space and asymmetrical compositions.

I-ONevo

Le stazioni di ricarica I-ON EVO, disponibili sia per applicazioni da pavimento che parete, sono progettate per adattarsi a qualsiasi contesto urbano, grazie al design innovativo, al grado di protezione IP55 e alla massima resistenza contro urti, sollecitazioni, atti vandalici e agenti atmosferici.

I-ON EVO è disponibile con due prese Tipo 2 con shutter e potenze di ricarica fino a 22 kW.

Il prodotti della gamma I-ON EVO sono tutti forniti con:

- Monitor grafico da 4.3" per una migliore interazione con l'utente e-Driver.
- Connettività full, in quanto equipaggiati con porta Ethernet, WiFi e 4G opzionale.
- Possibilità di gestire reti di colonnine nello stesso sito, grazie alla funzionalità master/slave.
- Gestione dinamica dei carichi (DLM).
- Disponibili anche versioni con cavo.

Contesto	Colonnina	Wallbox
Industria		✓
Ospitalità	✓	
Ufficio		✓
Negozio	✓	
Sport	✓	
Città e posteggio	✓	

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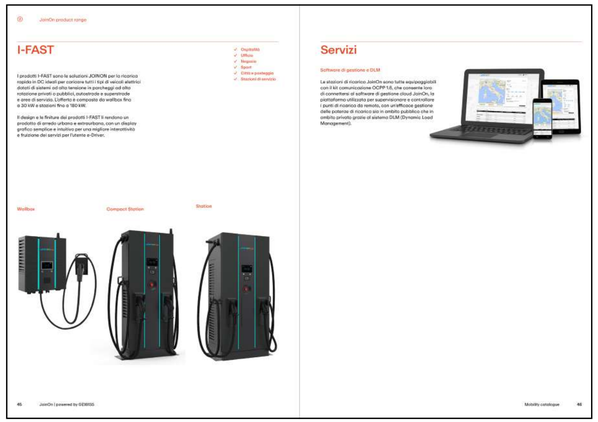
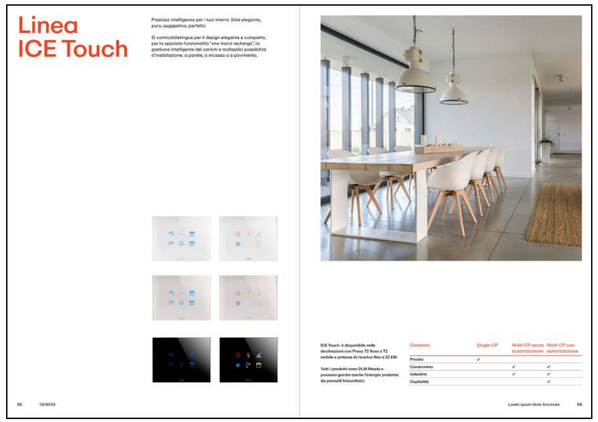
Layouts
Overview pages





Overview pages examples

Purely illustrative

Detailed content pages are used for more in-depth content dedicated to products and services.

They include technical specifications, detailed copy and bullet lists, small images of details and features. These pages may include some technical diagrams, infographics and tables.

The overall layout is denser with verbal and visual content, yet still balanced in the use of images, text and white space.

3.3 Caratteristiche e vantaggi per l'utente privato

Design accattivante adatto ad ogni contesto urbano

Ricarica facilitata con il sistema "one-hand recharge"

- Rifornire il proprio veicolo elettrico è ancora più pratico e veloce. Grazie alla funzionalità "one-hand recharge" infatti, è possibile collegare la presa di ricarica utilizzando una sola mano, così da agevolare ulteriori operazioni di scarico (buste della spesa, pacchi, valigie e altro).

Design adatto ad ogni esigenza

- Uno stile unico, dall'esclusiva forma esagonale, in grado di integrarsi perfettamente in qualsiasi configurazione di parcheggio, anche in configurazione Back-To-Back (due unità a contatto, una dietro l'altra) con un notevole risparmio sui costi d'installazione.
- LED RGB ad alta efficienza, visibili anche a distanza e da qualsiasi lato della stazione di ricarica.
- Il frontale delle unità di ricarica presenta un monitor grafico da 4.3" che migliora l'esperienza durante la ricarica del veicolo.

Garanzia di robustezza e protezione

- Garanzia della totale protezione e durabilità nel tempo, grazie all'elevato grado IP ed ai trattamenti esterni anti-graffiti ed anti-corrosione che ne permettono l'installazione in qualsiasi contesto, anche all'aperto e ad accesso pubblico.

Gestione intelligente della ricarica

- Possibilità di gestire dinamicamente i carichi di uno o più stazioni attraverso il protocollo OCPP (funzione DLM) per garantire la migliore distribuzione dei carichi, evitando picchi o sovraccarichi ed ottimizzando i costi di dimensionamento dell'impianto elettrico.
- Possibilità di creare reti di più stazioni di ricarica grazie alla presenza di diverse opzioni di connettività quali Ethernet e WiFi. È inoltre possibile realizzare reti in modalità daisy-chain.
- Presenza di un portale di bordo che consente la modificabilità della configurazione del prodotto anche da remoto.

Ridotti costi di gestione

- Un risparmio garantito nel ciclo di vita del prodotto, grazie anche alla gestione unificata delle manutenzioni ordinaria e straordinaria.

Installazione Back-To-Back

Funzionalità "one-hand recharge"

Display grafico a colori 4,3"

Completamente personalizzabile

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3.3 Caratteristiche e vantaggi per l'utente professional

Manutenibilità, affidabilità e robustezza

Manutenzione ed assistenza semplificata

- La manutenzione delle unità di ricarica è semplice, comoda ed economica. L'accesso ai componenti elettronici ed elettromeccanici è facilitato dalla loro posizione frontale, mentre il cablaggio interno risulta ordinato e razionale, grazie all'impiego dei pannelli finestrati o ciechi con sistema "Fast & Easy".
- La diagnostica in caso di malfunzionamenti è immediata ed intuitiva: i Led RGB segnalano uno stato di guasto ed il display grafico da 4.3" comunica chiaramente la tipologia di errore riscontrato per un intervento più rapido ed efficace possibile.

Robustezza meccanica e protezione

- Tutte le versioni di I-ON EVO sono lavorate con una vernice anti-graffiti e un trattamento anti-corrosione secondo la norma EN ISO 12944 resistente a classe di corrosività C4.
- Garanzia del più alto grado di protezione contro la penetrazione di polveri e liquidi oggi disponibile sul mercato (IP55) sia a spina inserita che non inserita.

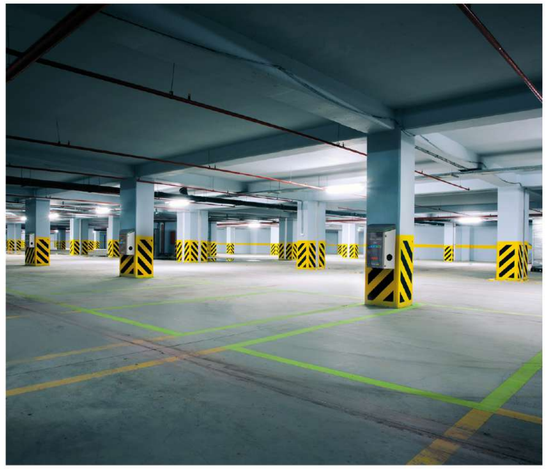
Riduzione degli interventi straordinari

- Pulitura da graffiti: la vernice anti-graffiti applicata sulle parti esterne delle unità facilita le operazioni di pulizia senza che si ponga la necessità di sostituire parti imbrattate.
- Resistenza alla corrosione: il trattamento anti corrosione con cui sono lavorati i prodotti garantisce una resistenza superiore del prodotto nel tempo
- Presa antivandalo: la presa Tipo 2 di cui sono dotate le unità sono antivandalo realizzate per resistere ad ogni sollecitazione.

Disponibile

In utilizzo

Guasto



Accesso facilitato

Presa retroilluminata

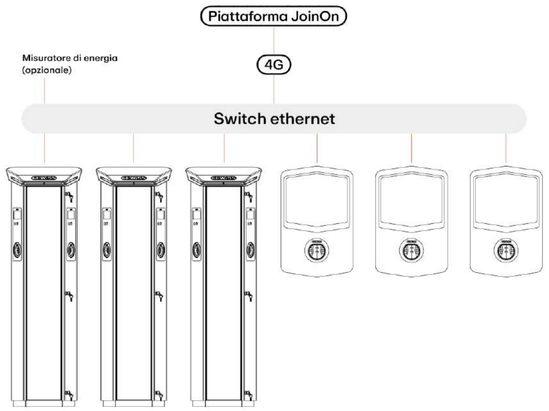
Presa antivandalo per accesso pubblico

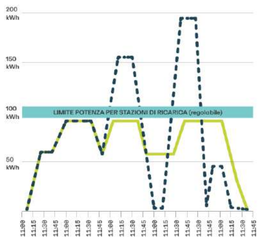
IP55

Grado IP55

3.4 Dynamic Load Management

La gestione intelligente della ricarica in ambiti semi-pubblici e pubblici

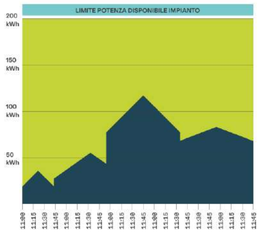




Load Management

La gestione Load Management di Gewiss consente di impostare un limite massimo di potenza erogabile dalle stazioni di ricarica. Autonomamente il sistema interviene per evitare di superare la massima potenza attraverso diversi profili di ricarica impostabili da remoto.

Nell'esempio qui a fianco, impostando il limite di potenza massima desiderata per tutte le stazioni di ricarica, il Load Management evita che si superi tale soglia abbassando la corrente di ricarica verso le singole stazioni.



Dynamic Load Management

Con questa configurazione è possibile censire la massima potenza disponibile in impianto e monitorare costantemente i consumi di tutti i restanti carichi dell'impianto, così da sapere quale è la potenza rimanente da utilizzare per le stazioni di ricarica (questa funzione richiede l'aggiunta di un meter aggiuntivo TCP/IP fornibile da Gewiss).

Grazie a questa funzione, si garantisce la migliore distribuzione dei carichi, evitando picchi o sovraccarichi ed ottimizzando i costi di dimensionamento dell'impianto elettrico.

Detailed content examples

Purely illustrative

The layouts of tables and diagrams are used for technical specifications, including tables, diagrams and technical drawings.

The use of space, typography, and images is highly functional. The content of such pages is addressed to specific users.

7.1 Caratteristiche tecniche
I-CON EVO

I-CON^{evo} Wallbox Enterprise

	Internazionale				Regno Unito	
Codice	**GWJ3612T**	**GWJ3614T**	**GWJ3602T**	**GWJ3604T**	**GWJ3602TK**	**GWJ3604TK**
Modo di ricarica	Modo 3	Modo 3	Modo 3	Modo 3	Modo 3	Modo 3
Prese di ricarica	Tipo 2	Tipo 2	Tipo 2	Tipo 2	Tipo 2	Tipo 2
Tipologia di connettore	Connettore Mobile	Connettore Mobile	Presa fissa (IPxxD)	Presa fissa (IPxxD)	Presa fissa (IPxxD)	Presa fissa (IPxxD)
Lunghezza cavo (se disponibile)	5m	5m	—	—	—	—
Caratteristiche Elettriche						
Morsettiera di alimentazione	3 × 16 mm²	5 × 16 mm²	5 × 16 mm²	3 × 16 mm²	5 × 16 mm²	5 × 16 mm²
Tensione Nominale	230V	400V	400V	230V	400V	400V
Corrente Massima Totale	32A	16A	32A	32A	32A	32A
Potenza Massima	7,4 kW	11 kW	22 kW	7,4 kW	22 kW	22 kW
Protezione Utenza	DC Leak 6 mA	DC Leak 6 mA	DC Leak 6 mA	DC Leak 6 mA	DC Leak 6 mA	DC Leak 6 mA
Misurazione Energia	—	—	—	—	—	
Caratteristiche Funzionali						
Connettività	Wi-Fi	Wi-Fi	Wi-Fi	Wi-Fi	Wi-Fi	
Comunicazione	OCPP 1.6J	OCPP 1.6J	OCPP 1.6J	OCPP 1.6J	OCPP 1.6J	
Gestione Carichi	DLM/PV BOOST	DLM/PV BOOST	DLM/PV BOOST	DLM/PV BOOST	DLM/PV BOOST	
Attivazione Ricarica	FREE/APP	FREE/APP	FREE/APP	FREE/APP	FREE/APP	
Human Interface	LED	LED	LED	LED	LED	
Master/Slave	✓	✓	✓	✓	✓	✓
Aggiornamenti "over the air"	✓	✓	✓	✓	✓	✓
Contatto Remoto programmabile	✓	✓	✓	✓	✓	✓
KNX	—	—	—	—	—	—
Plug & Charge	—	—	—	—	—	—
Direttive locali	—	—	—	—	—	PEN / OZEV
Caratteristiche Meccaniche						
Tipologia Installazione	Parete/Incasso/ Pavimento	Parete/Incasso/ Pavimento	Parete/Incasso/ Pavimento	Parete/Incasso/ Pavimento	Parete/Incasso/ Pavimento	Parete/Incasso/ Pavimento
Materiale	Termoplastico Post-Industrial	Termoplastico Post-Industrial	Termoplastico Post-Industrial	Termoplastico Post-Industrial	Termoplastico Post-Industrial	Termoplastico Post-Industrial
Grado di Protezione	IP55	IP55	IP55	IP55	IP55	IP55
Grado di Resistenza Meccanica	IK10	IK10	IK10	IK10	IK10	IK10
Temperatura di Esercizio	-25°C / +55°C	-25°C / +55°C	-25°C / +55°C	-25°C / +55°C	-25°C / +55°C	-25°C / +55°C
Accessori Disponibili						
KIT DLM CT per gestione carichi	GWJ8037 Monofase / GWJ8038 Trifase					
Scatola da incasso	GWJ 8101					
Supporto pavimento monofacciale	GWJ 8102					
Supporto pavimento bifacciale	GWJ 8103					
Cover di protezione	GWJ 8104					
Tessera RFID	GWJ 8001					
KIT Modem 4G	GWJ 8111					

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I-CON^{evo} Wallbox Business

	Internazionale				Regno Unito	Francia
Codice	**GWJ3612T**	**GWJ3614T**	**GWJ3602T**	**GWJ3604T**	**GWJ3602TK**	**GWJ3604TK**
Modo di ricarica	Modo 3	Modo 3	Modo 3	Modo 3	Modo 3	Modo 3
Prese di ricarica	Tipo 2	Tipo 2	Tipo 2	Tipo 2	Tipo 2	Tipo 2
Tipologia di connettore	Connettore Mobile	Connettore Mobile	Presa fissa (IPxxD)	Presa fissa (IPxxD)	Presa fissa (IPxxD)	Presa fissa (IPxxD)
Lunghezza cavo (se disponibile)	5m	5m	—	—	—	—
Caratteristiche Elettriche						
Morsettiera di alimentazione	3 × 16 mm²	5 × 16 mm²	5 × 16 mm²	3 × 16 mm²	5 × 16 mm²	5 × 16 mm²
Tensione Nominale	230V	400V	400V	230V	400V	400V
Corrente Massima Totale	32A	16A	32A	32A	32A	32A
Potenza Massima	7,4 kW	11 kW	22 kW	7,4 kW	22 kW	22 kW
Protezione Utenza	DC Leak 6 mA	DC Leak 6 mA	DC Leak 6 mA	DC Leak 6 mA	DC Leak 6 mA	DC Leak 6 mA
Misurazione Energia	—	—	—	—	—	
Caratteristiche Funzionali						
Connettività	Wi-Fi	Wi-Fi	Wi-Fi	Wi-Fi	Wi-Fi	
Comunicazione	OCPP 1.6J	OCPP 1.6J	OCPP 1.6J	OCPP 1.6J	OCPP 1.6J	
Gestione Carichi	DLM/PV BOOST	DLM/PV BOOST	DLM/PV BOOST	DLM/PV BOOST	DLM/PV BOOST	
Attivazione Ricarica	FREE/APP	FREE/APP	FREE/APP	FREE/APP	FREE/APP	
Human Interface	LED	LED	LED	LED	LED	
Master/Slave	✓	✓	✓	✓	✓	✓
Aggiornamenti "over the air"	✓	✓	✓	✓	✓	✓
Contatto Remoto programmabile	✓	✓	✓	✓	✓	✓
KNX	—	—	—	—	—	—
Plug & Charge	—	—	—	—	—	—
Direttive locali	—	—	—	—	—	PEN / OZEV
Caratteristiche Meccaniche						
Tipologia Installazione	Parete/Incasso/ Pavimento	Parete/Incasso/ Pavimento	Parete/Incasso/ Pavimento	Parete/Incasso/ Pavimento	Parete/Incasso/ Pavimento	Parete/Incasso/ Pavimento
Materiale	Termoplastico Post-Industrial	Termoplastico Post-Industrial	Termoplastico Post-Industrial	Termoplastico Post-Industrial	Termoplastico Post-Industrial	Termoplastico Post-Industrial
Grado di Protezione	IP55	IP55	IP55	IP55	IP55	IP55
Grado di Resistenza Meccanica	IK10	IK10	IK10	IK10	IK10	IK10
Temperatura di Esercizio	-25°C / +55°C	-25°C / +55°C	-25°C / +55°C	-25°C / +55°C	-25°C / +55°C	-25°C / +55°C
Accessori Disponibili						
KIT DLM CT per gestione carichi	GWJ8037 Monofase / GWJ8038 Trifase					
Scatola da incasso	GWJ 8101					
Supporto pavimento monofacciale	GWJ 8102					
Supporto pavimento bifacciale	GWJ 8103					
Cover di protezione	GWJ 8104					
Tessera RFID	GWJ 8001					
KIT Modem 4G	GWJ 8111					

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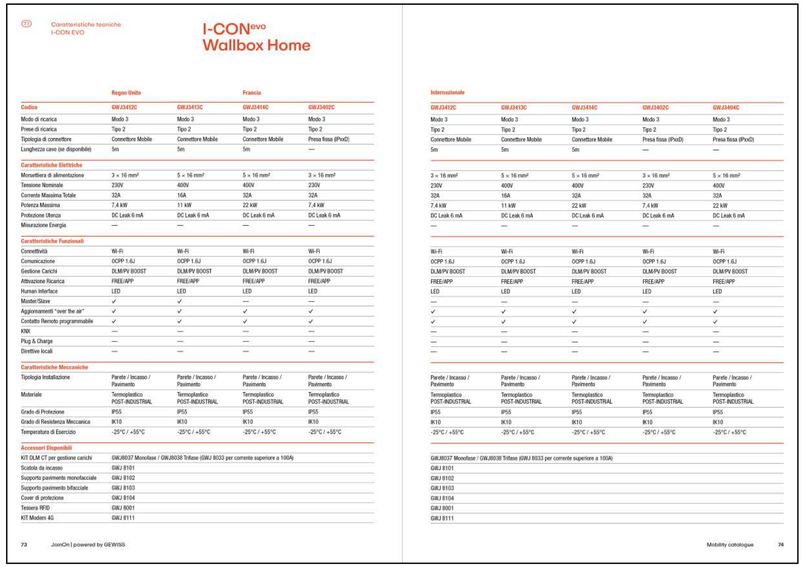


Caratteristiche tecniche
I-CON EVO

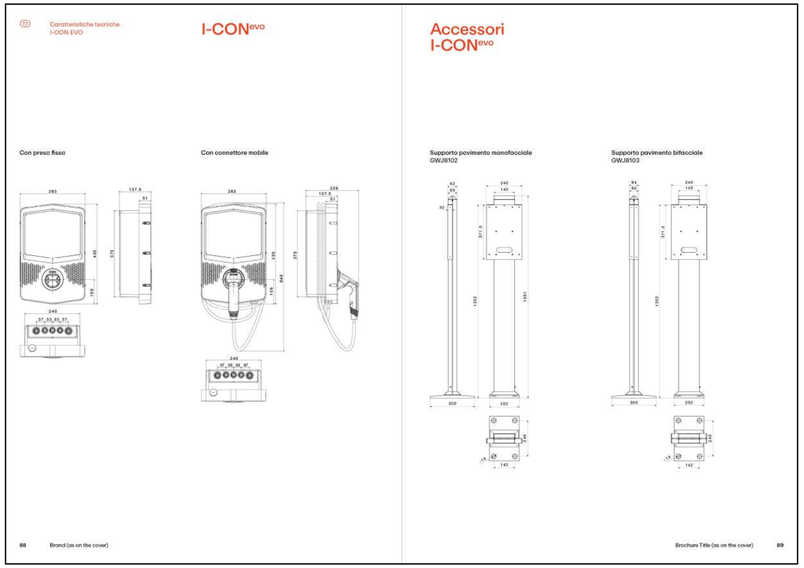
I-CON^evo Wallbox Home

	Regno Unito		Francia	
Codice	GWJ3401C	GWJ3413C	GWJ3416C	GWJ3403C
Modo di ricarica	Modo 3	Modo 3	Modo 3	Modo 3
Prese di ricarica	Tipo 2	Tipo 2	Tipo 2	Tipo 2
Tipologia di connettore	Connettore Mobile	Connettore Mobile	Connettore Mobile	Presa fissa (IPxxD)
Lunghezza cavo (ne disponibile)	5m	5m	5m	—
Caratteristiche Elettriche				
Morsettiera di alimentazione	3 × 16 mm²	5 × 16 mm²	5 × 16 mm²	3 × 16 mm²
Tensione Nominale	230V	400V	400V	230V
Corrente Massima Totale	32A	16A	32A	32A
Potenza Massima	7,4 kW	11 kW	22 kW	7,4 kW
Protezione Ulteriore	DC Leak 6 mA	DC Leak 6 mA	DC Leak 6 mA	DC Leak 6 mA
Misurazione Energia	—	—	—	—
Caratteristiche Funzionali				
Connettività	Wi-Fi	Wi-Fi	Wi-Fi	Wi-Fi
Comunicazione	OCPP 1.6J	OCPP 1.6J	OCPP 1.6J	OCPP 1.6J
Gestione Carichi	DLM/PV BOOST	DLM/PV BOOST	DLM/PV BOOST	DLM/PV BOOST
Attivazione Ricarica	FREE/APP	FREE/APP	FREE/APP	FREE/APP
Human Interface	LED	LED	LED	LED
Master/Slave	✓	✓	—	—
Aggiornamenti "over the air"	✓	✓	✓	✓
Contatto Remoto programmabile	✓	✓	✓	✓
KNX	—	—	—	—
Plug & Charge	—	—	—	—
Direttive locali	—	—	—	—
Caratteristiche Meccaniche				
Tipologia Installazione	Parete / Incasso / Pavimento	Parete / Incasso / Pavimento	Parete / Incasso / Pavimento	Parete / Incasso / Pavimento
Materiale	Termoplastico POST-INDUSTRIAL	Termoplastico POST-INDUSTRIAL	Termoplastico POST-INDUSTRIAL	Termoplastico POST-INDUSTRIAL
Grado di Protezione	IP55	IP55	IP55	IP55
Grado di Resistenza Meccanica	IK10	IK10	IK10	IK10
Temperatura di Esercizio	-25°C / +55°C	-25°C / +55°C	-25°C / +55°C	-25°C / +55°C
Accessori Disponibili				
KIT DLM CT per gestione carichi	GWJ8037 Monofase / GWJ8038 Trifase (GWJ 8033 per corrente superiore a 100A)			
Scatola da incasso	GWJ 8101			
Supporto pavimento monofacciale	GWJ 8102			
Supporto pavimento bifacciale	GWJ 8103			
Cover di protezione	GWJ 8104			
Tessera RFID	GWJ 8001			
KIT Modem 4G	GWJ 8111			

73 JoinOn | powered by GEWISS

Internazionale				
GWJ3402C	GWJ3415C	GWJ3404C	GWJ3405C	GWJ3406C
Modo 3	Modo 3	Modo 3	Modo 3	Modo 3
Tipo 2	Tipo 2	Tipo 2	Tipo 2	Tipo 2
Connettore Mobile	Connettore Mobile	Connettore Mobile	Presa fissa (IPxxD)	Presa fissa (IPxxD)
5m	5m	5m	—	—
3 × 16 mm²	5 × 16 mm²	5 × 16 mm²	3 × 16 mm²	5 × 16 mm²
230V	400V	400V	230V	400V
32A	16A	32A	32A	32A
7,4 kW	11 kW	22 kW	7,4 kW	22 kW
DC Leak 6 mA	DC Leak 6 mA	DC Leak 6 mA	DC Leak 6 mA	DC Leak 6 mA
—	—	—	—	—
Wi-Fi	Wi-Fi	Wi-Fi	Wi-Fi	Wi-Fi
OCPP 1.6J	OCPP 1.6J	OCPP 1.6J	OCPP 1.6J	OCPP 1.6J
DLM/PV BOOST	DLM/PV BOOST	DLM/PV BOOST	DLM/PV BOOST	DLM/PV BOOST
FREE/APP	FREE/APP	FREE/APP	FREE/APP	FREE/APP
LED	LED	LED	LED	LED
—	—	—	—	—
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
—	—	—	—	—
—	—	—	—	—
—	—	—	—	—
Parete / Incasso / Pavimento	Parete / Incasso / Pavimento	Parete / Incasso / Pavimento	Parete / Incasso / Pavimento	Parete / Incasso / Pavimento
Termoplastico POST-INDUSTRIAL	Termoplastico POST-INDUSTRIAL	Termoplastico POST-INDUSTRIAL	Termoplastico POST-INDUSTRIAL	Termoplastico POST-INDUSTRIAL
IP55	IP55	IP55	IP55	IP55
IK10	IK10	IK10	IK10	IK10
-25°C / +55°C	-25°C / +55°C	-25°C / +55°C	-25°C / +55°C	-25°C / +55°C
GWJ8037 Monofase / GWJ8038 Trifase (GWJ 8033 per corrente superiore a 100A)				
GWJ 8101				
GWJ 8102				
GWJ 8103				
GWJ 8104				
GWJ 8001				
GWJ 8111				

Mobility catalogue 74



Caratteristiche tecniche
I-CON EVO

I-CON^evo

Con presa fissa

Con connettore mobile

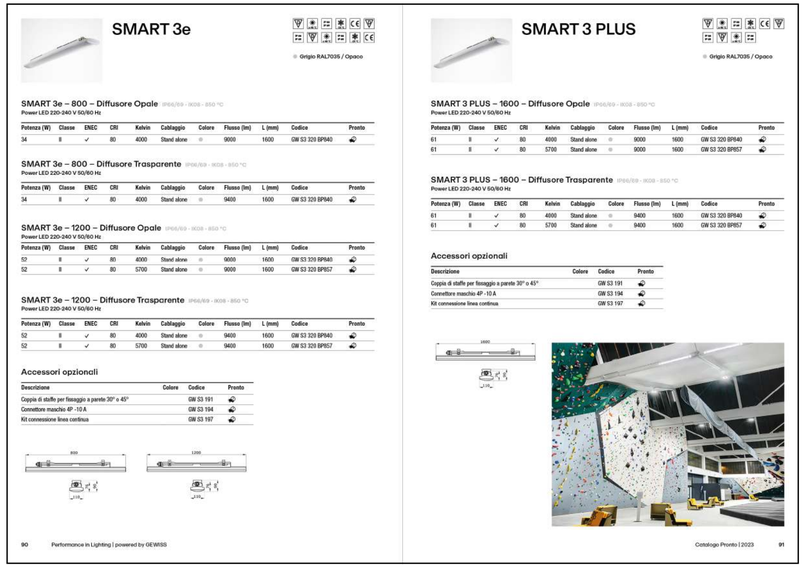
Accessori I-CON^evo

Supporto pavimento monofacciale
GWJ8102

Supporto pavimento bifacciale
GWJ8103

88 Brand (as on the cover)

Brochure Title (as on the cover) 89



SMART 3e

Grigio RAL7035 / Opaco

SMART 3e – 800 – Diffusore Opale IP66/69 - IK08 - 850 °C
Power LED 220-240 V 50/60 Hz

Potenza (W)	Classe	ENEC	CRI	Kelvin	Cablaggio	Colore	Flusso (lm)	L (mm)	Codice	Pronto
34	II	✓	80	4000	Stand alone	Grigio	9000	1600	GW S3 320 BP840	✓

SMART 3e – 800 – Diffusore Trasparente IP66/69 - IK08 - 850 °C
Power LED 220-240 V 50/60 Hz

Potenza (W)	Classe	ENEC	CRI	Kelvin	Cablaggio	Colore	Flusso (lm)	L (mm)	Codice	Pronto
34	II	✓	80	4000	Stand alone	Grigio	9400	1600	GW S3 320 BP840	✓

SMART 3e – 1200 – Diffusore Opale IP66/69 - IK08 - 850 °C
Power LED 220-240 V 50/60 Hz

Potenza (W)	Classe	ENEC	CRI	Kelvin	Cablaggio	Colore	Flusso (lm)	L (mm)	Codice	Pronto
52	II	✓	80	4000	Stand alone	Grigio	9000	1600	GW S3 320 BP840	✓
52	II	✓	80	5700	Stand alone	Grigio	9000	1600	GW S3 320 BP857	✓

SMART 3e – 1200 – Diffusore Trasparente IP66/69 - IK08 - 850 °C
Power LED 220-240 V 50/60 Hz

Potenza (W)	Classe	ENEC	CRI	Kelvin	Cablaggio	Colore	Flusso (lm)	L (mm)	Codice	Pronto
52	II	✓	80	4000	Stand alone	Grigio	9400	1600	GW S3 320 BP840	✓
52	II	✓	80	5700	Stand alone	Grigio	9400	1600	GW S3 320 BP857	✓

Accessori opzionali

Descrizione	Colore	Codice	Pronto
Coppia di staffe per fissaggio a parete 30° o 45°		GW S3 191	✓
Connettore maschio 4P - 10 A		GW S3 194	✓
Kit connessione linea continua		GW S3 197	✓

90 Performance in Lighting | powered by GEWISS

SMART 3 PLUS

Grigio RAL7035 / Opaco

SMART 3 PLUS – 1600 – Diffusore Opale IP66/69 - IK08 - 850 °C
Power LED 220-240 V 50/60 Hz

Potenza (W)	Classe	ENEC	CRI	Kelvin	Cablaggio	Colore	Flusso (lm)	L (mm)	Codice	Pronto
61	II	✓	80	4000	Stand alone	Grigio	9000	1600	GW S3 320 BP840	✓
61	II	✓	80	5700	Stand alone	Grigio	9000	1600	GW S3 320 BP857	✓

SMART 3 PLUS – 1600 – Diffusore Trasparente IP66/69 - IK08 - 850 °C
Power LED 220-240 V 50/60 Hz

Potenza (W)	Classe	ENEC	CRI	Kelvin	Cablaggio	Colore	Flusso (lm)	L (mm)	Codice	Pronto
61	II	✓	80	4000	Stand alone	Grigio	9400	1600	GW S3 320 BP840	✓
61	II	✓	80	5700	Stand alone	Grigio	9400	1600	GW S3 320 BP857	✓

Accessori opzionali

Descrizione	Colore	Codice	Pronto
Coppia di staffe per fissaggio a parete 30° o 45°		GW S3 191	✓
Connettore maschio 4P - 10 A		GW S3 194	✓
Kit connessione linea continua		GW S3 197	✓

Catalogo Pronto | 2023 91

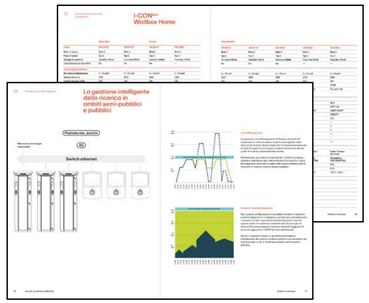
Tables and diagrams examples

Purely illustrative

PiL tables and diagrams examples

The various layouts provided in the brochure template need to be combined to obtain different types of brochures that range from a functional feel to a more expressive design, which may include the occasional use of the Bicky.

Each time, designers will be able to choose the layouts that best suit the content, crafting a coherent publication aimed at different audiences.



Functional

Expressive

Here is an example of a more functional brochure focused on products and technical specifications.

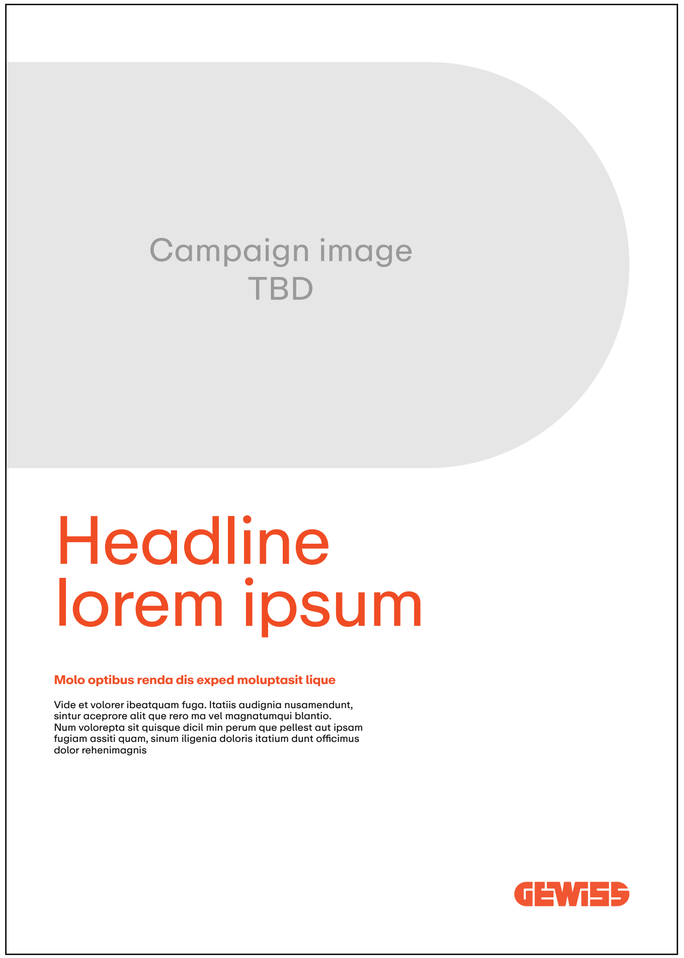
Illustrative example of a flat plan for a functional brochure. All images are for illustrative purpose only. They may not be copied, distributed or used in any other publication or medium.

Here is an example of a more expressive brochure that presents engaging and emotional content (e.g. articles or interviews) and is less centred on the technical aspects of the product offer.

Illustrative example of a flat plan for an expressive brochure. All images are for illustrative purpose only. They may not be copied, distributed or used in any other publication or medium.

Ads Format

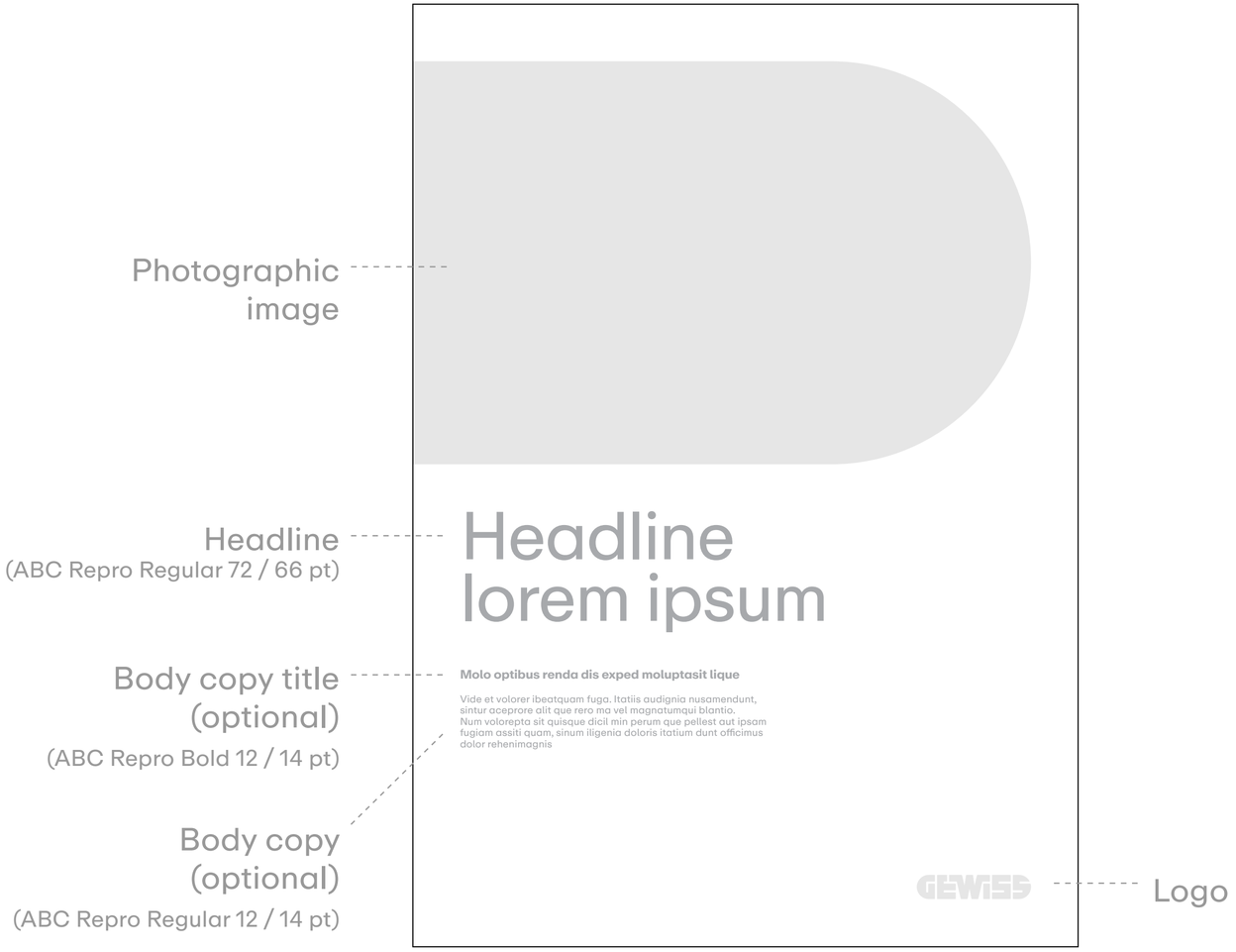
Ads can be of two types:
institutional and product.



Institutional ads (in progress)

Product ads

Here are all the content elements that must or can be included in the institutional ads.

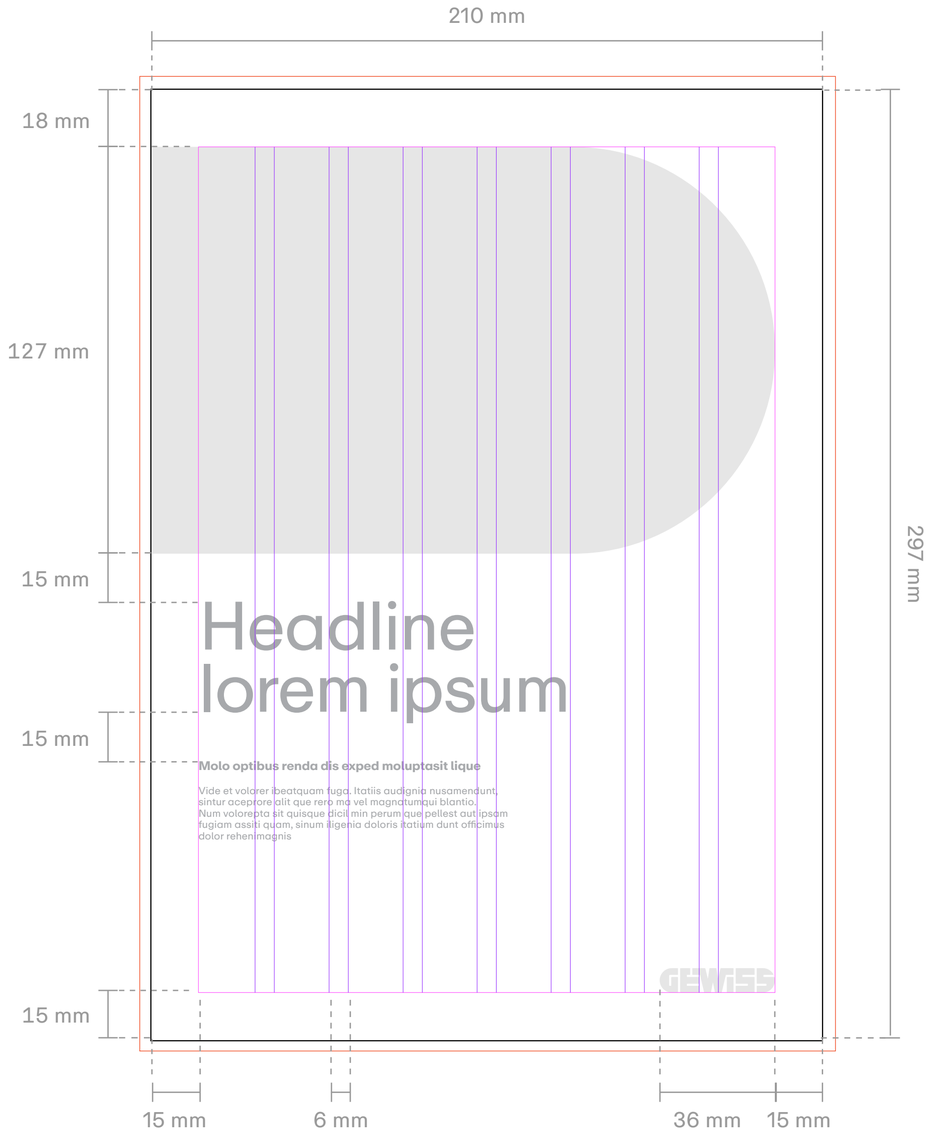


Institutional version
Format and grid | Single page

The Institutional ads template is based on the UNI ISO format A4 (210 x 297 mm).

The adv layout uses 8-column grid to accommodate a wide variety of content.

Bleed, set at 3 mm on each side, is used for images that run to the edge of a page.



Institutional version
Layout | Double page – Proposal #1

Here is the double-page version
of the institutional ads template.

Institutional version
Format and grid | Double page

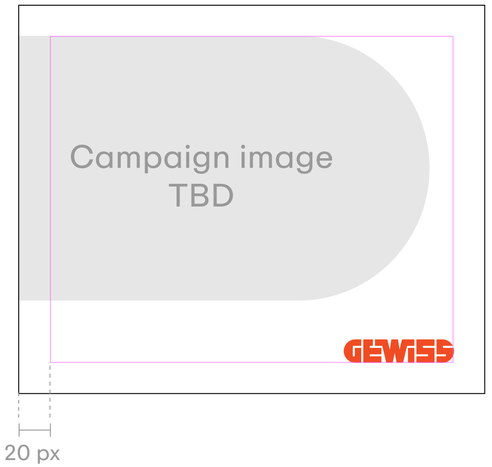
The Institutional ads template is based on the UNI ISO format A3 (297 x 420 mm).

The adv layout uses 8-column grid per page to accommodate a wide variety of content and an internal margin of 20 mm.

Bleed, set at 3 mm on each side, is used for images that run to the edge of a page.

Here is the layout for square
and rectangular digital banner.

GIF | Frame #1



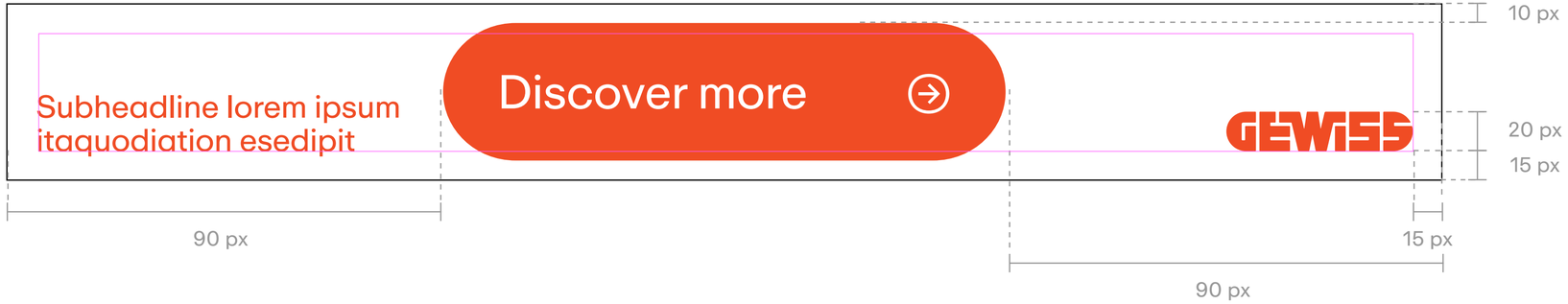
GIF | Frame #2

GIF | Frame #3

Here are the layouts for the wide rectangular digital banner, available in both animated GIF and static versions.

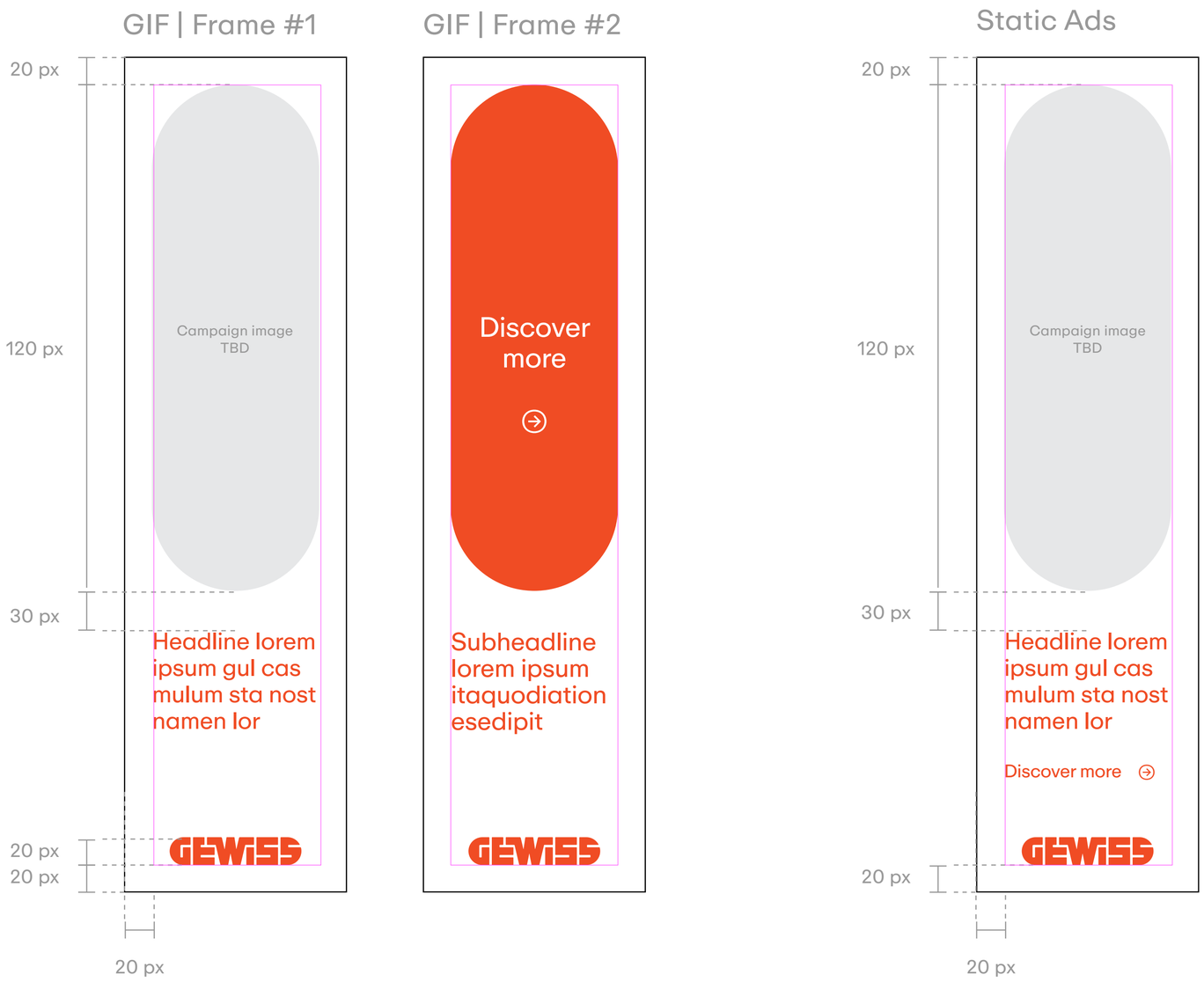
GIF | Frame #1

GIF | Frame #2



Static Ads

Here are the layouts for the tall rectangular digital banner, available in both animated GIF and static versions.



Product ads can have two layouts: the one with headline on two lines, the one with headline on three lines.

Here are two examples of product ads with different subjects and headline.

Product ads / Headline on two lines

Product ads / Headline on three lines

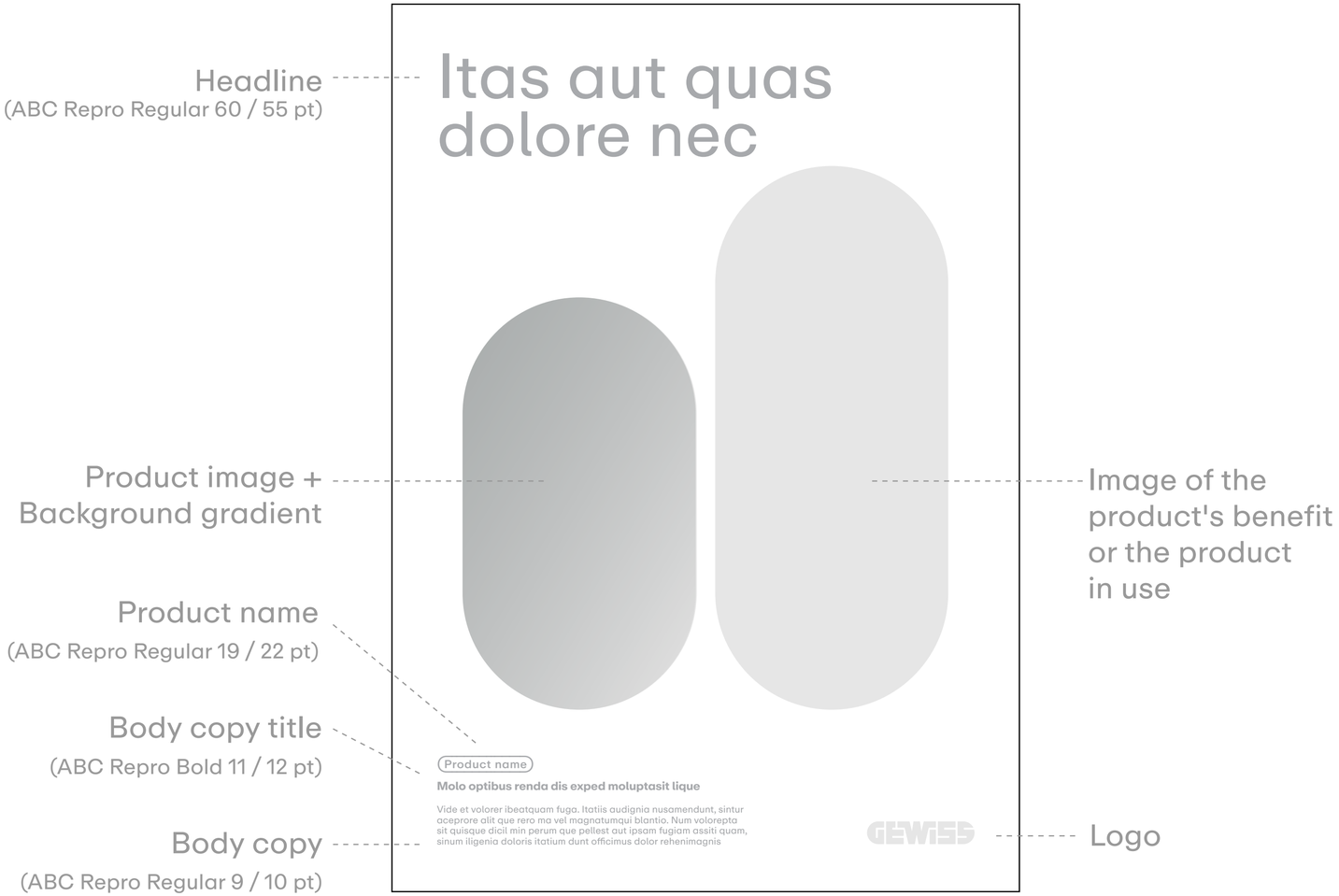
Here are all the content elements to be included in the product ads.

The Headline must highlight the USP of the product or product range, and it must not exceed three lines.

Regarding the two images inside the Bicky:
on the left, there is always the advertised product image oriented to the right;
on the right, there can be a photograph showing the benefits created by the product or a reference to the product in use.

The gradient in the background of the Bicky on the left is a multiply blend of the C 40 M 100 Y 100 K 40 four-color process.

The Body copy title and the Body copy must explain the headline and the product's main features.



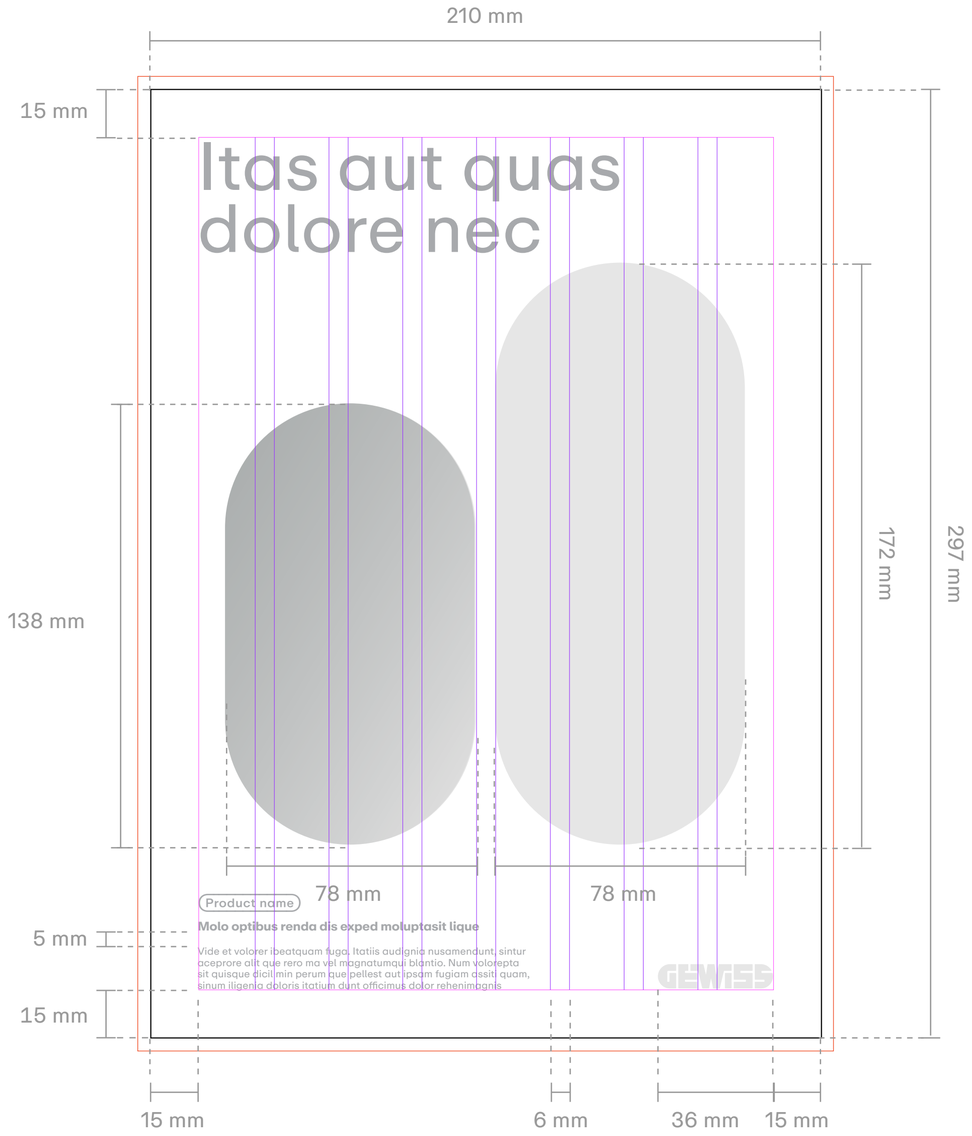
Product ads / Headline on two lines

Product version
Format and grid | Single page

The product ads template is based on the UNI ISO format A4 (210 × 297 mm).

The adv layout uses 8-column grid to accommodate a wide variety of content.

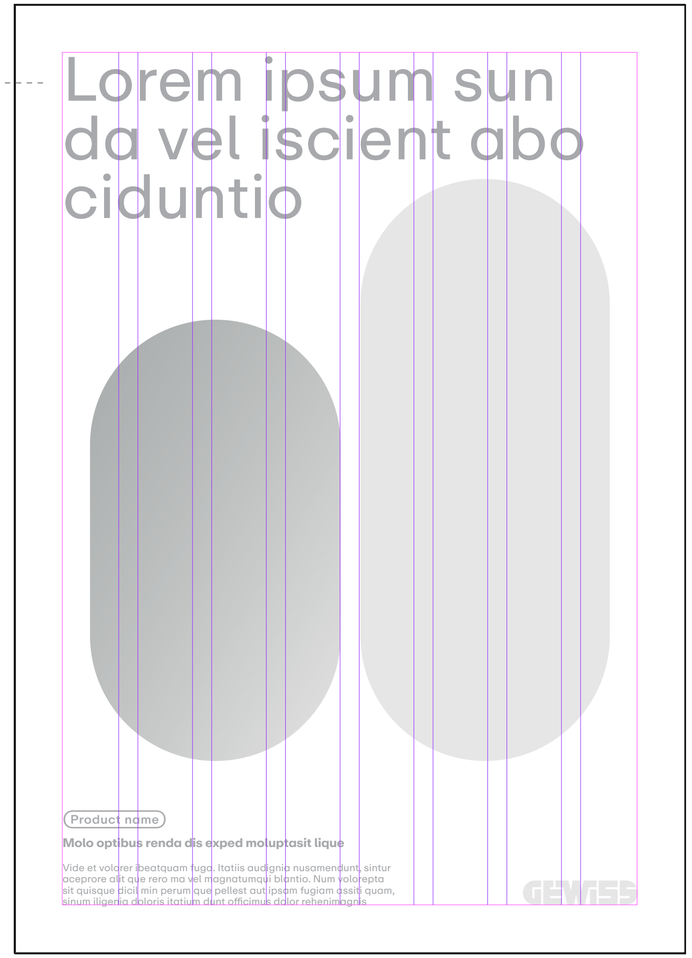
Bleed, set at 3 mm on each side, although there are no images that run to the edge of the page.



In case of Headlines on three lines, reduce typography from 60 / 55 pt to 55 / 50 pt.

Note: never exceed the length of three lines in Headlines.

Headline
(ABC Repro Regular 55 / 50 pt)



Product ads / Headline on three lines

The product ads can include a space at the bottom of the page dedicated to distributor partners, featuring their logo and addresses.

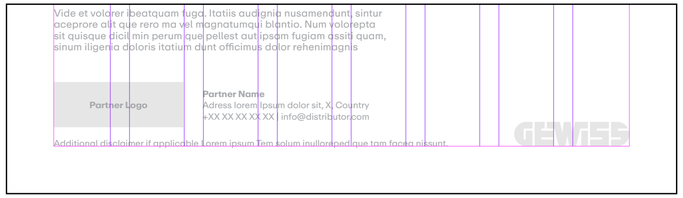
The area can be divided into two or three columns to better fit the addresses and logos it will need to contain.

Here are same examples of content on grid.

Base grid

Example with two partners

Example with one partner on two columns



Example with one partner and its logo

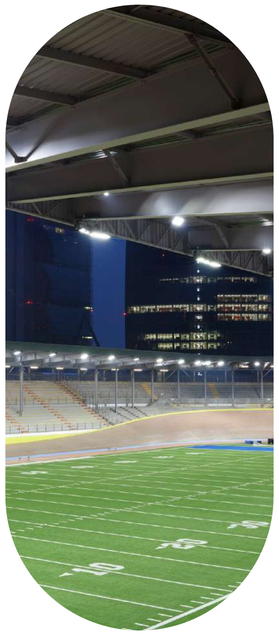
Here is the double-page version of the product ads template.

Together we power

QDX 4000H

Choose the best configuration for your project

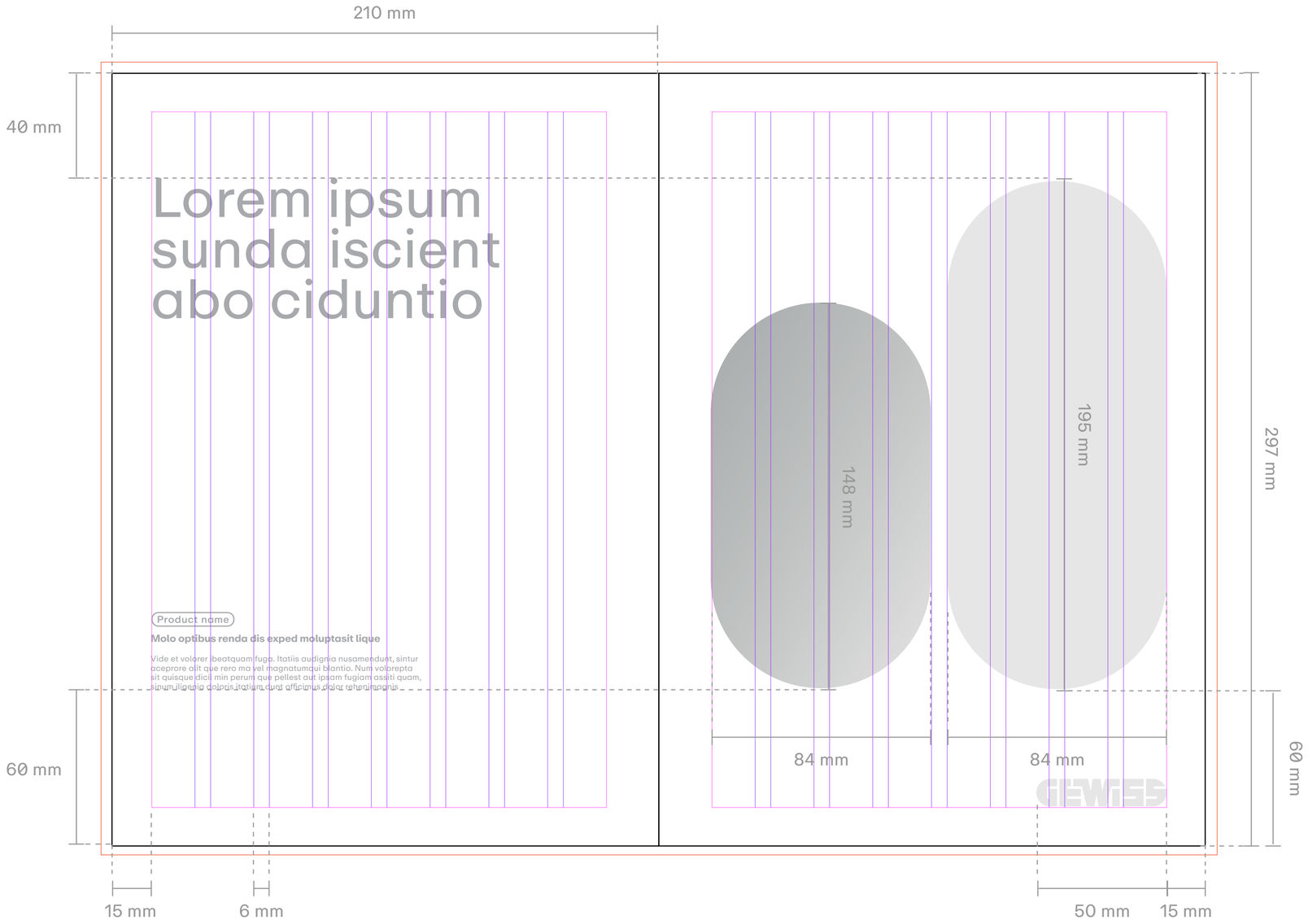
Discover the potential of the QDX 4000H range, designed to optimise every installation. Our technical service can assist with estimates, sizing, assembly and wiring, so you can enjoy customised solutions that combine efficiency and safety. Choose us to create your next project with accuracy and expertise.



GEWISS

Product version
Format and grid | Double page

Here is the double-page version of the product ads template.



Here are some examples of layouts and treatments that do not conform to the Gewiss ads guidelines.

Overly long headlines, changes in size, color or arrangement of elements, and products oriented to the left, should always be avoided.

Headlines too long, longer than 3 lines

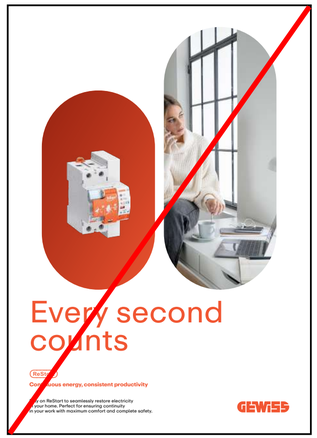
Body copy too long and close to the logo

The product that exceed the Bicky shape

Color other than orange in the Bicky

Products oriented on the left

Darkest part of the gradient of the Bicky on the right side of the shape

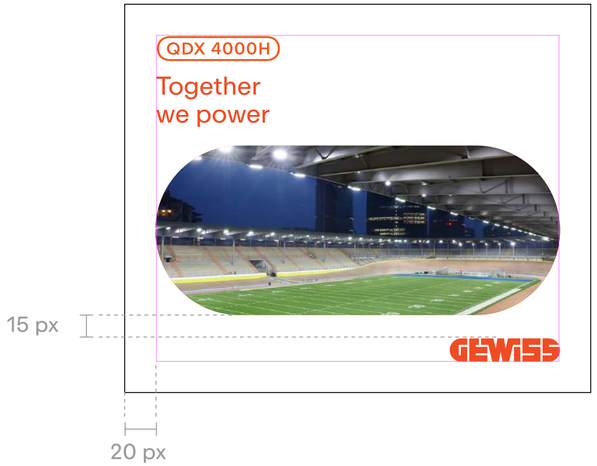


Different order of the elements on the page

Different dimensions, and position of the elements on the page

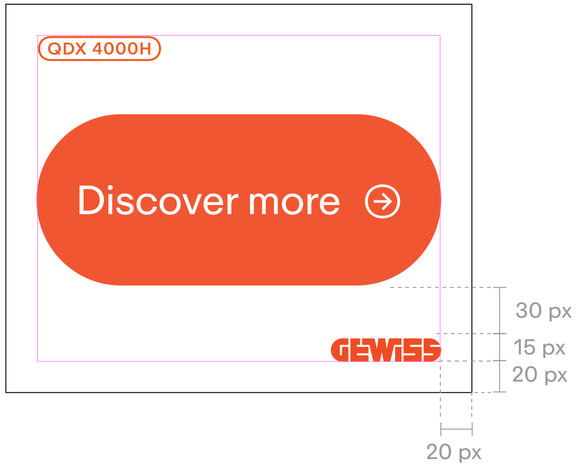
Here is the layout for square and rectangular digital banner.

GIF | Frame #1



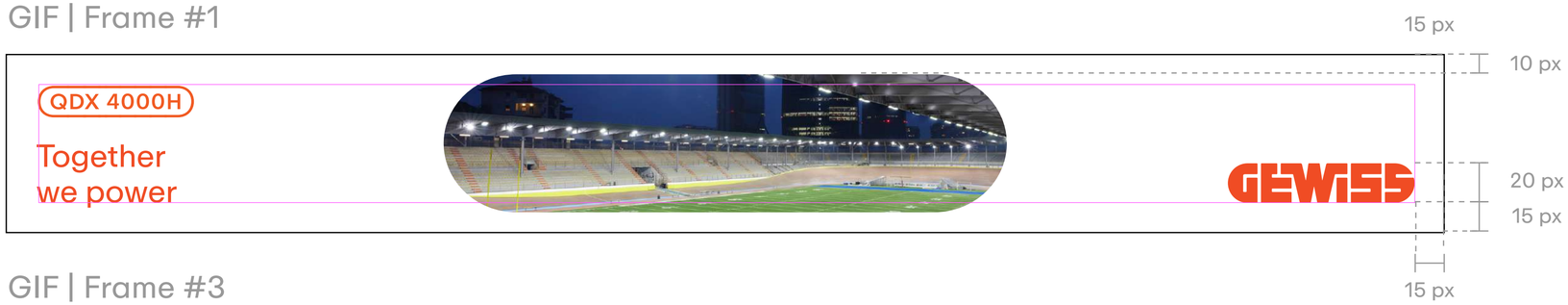
GIF | Frame #2

GIF | Frame #3



Here are the layouts for the wide rectangular digital banner, available in both animated GIF and static versions.

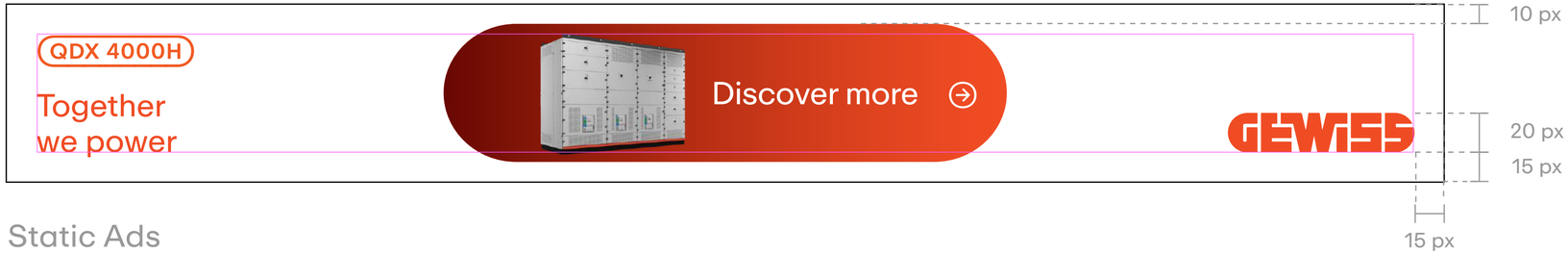
GIF | Frame #1



GIF | Frame #3

GIF | Frame #3

Static Ads



Product version
Digital banner

Here are the layouts for the tall rectangular digital banner, available in both animated GIF and static versions.

GIF
Frame #1

GIF
Frame #2

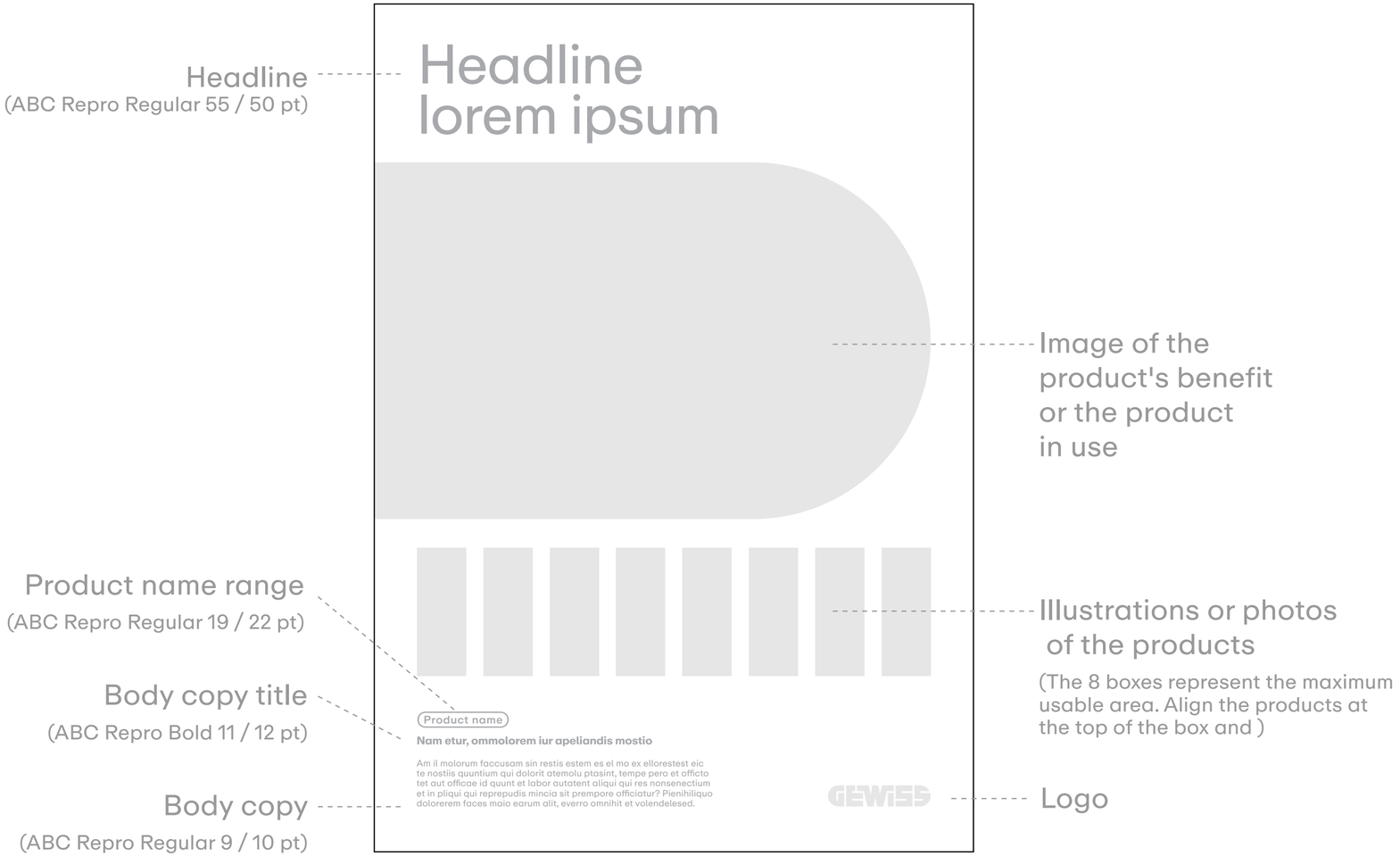
Static Ads

Product's range version
Layout | Single page (Draft)

In case the advertisement is about a range of products, it will have a main mood image and several illustrations or photographs of the products in the range.

Here are all the content elements to be included in the product range advertisements and the grid for positioning the illustrations or photographs of the products.

For the layout positioning of product illustrations or photographs, align the tallest product to the top of the dedicated box, and align the bases of the other products with that of the tallest one. The caption is then positioned 5 mm away from the base of the images.



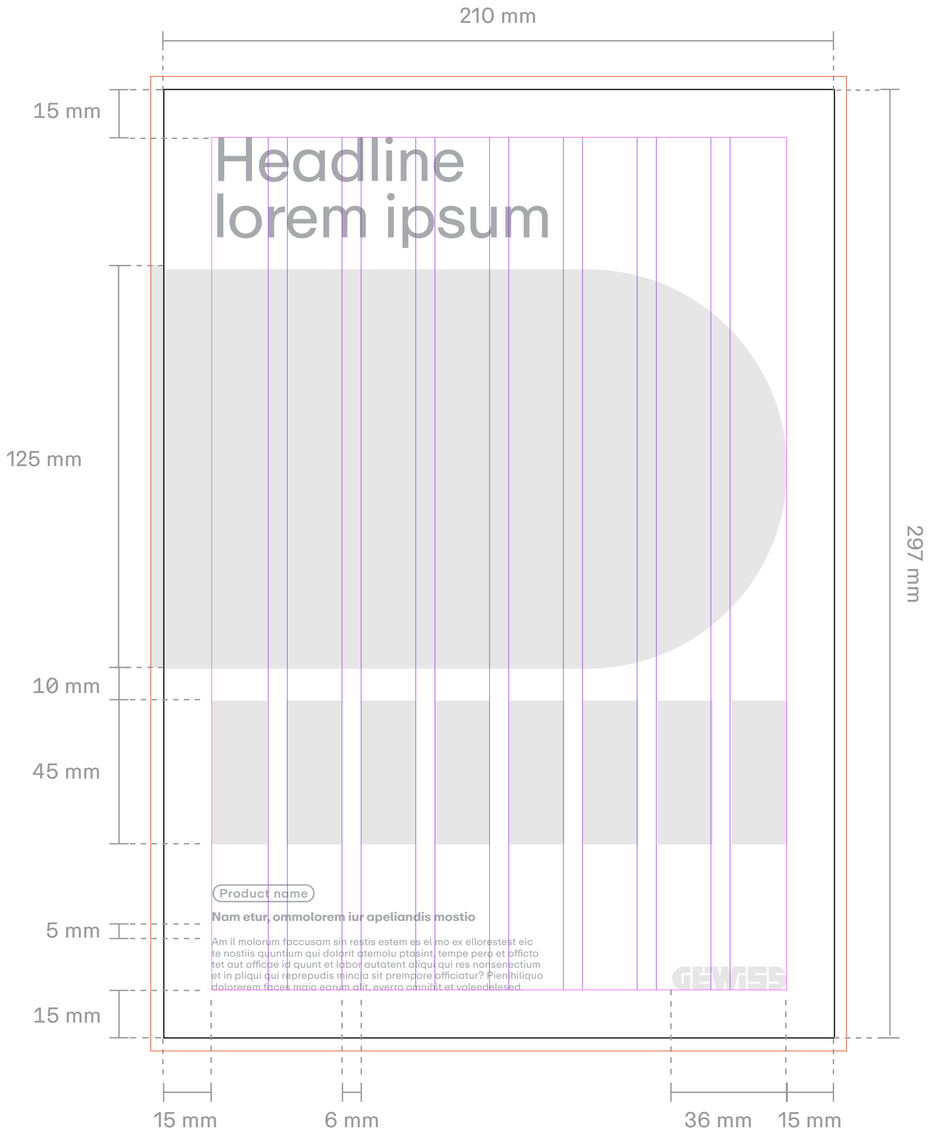
Product's range ads

Product's range version
Format and grid | Single page

The product ads template is based on the UNI ISO format A4 (210 × 297 mm).

The adv layout uses 8-column grid to accommodate a wide variety of content.

Bleed, set at 3 mm on each side, although there are no images that run to the edge of the page.



DIY
Point of sale

Gewiss' pallbox has a simple and clean shape, with a diagonal cut on the side to facilitate access to the content of the pallbox.

The total size of the pallbox is 60 cm width by 40 cm depth by 90 cm height (129 cm height including the crowner).

The design of the front includes the Gewiss logo in a prominent position (horizontally centred at the top), and the dynamic Bicky (minimum length, trimmed). Both sides have a solid Gewiss Orange background with the Gewiss logo optically centred.

Logo
Same size as the logo on the front
Optically centred

Front

Side (right)

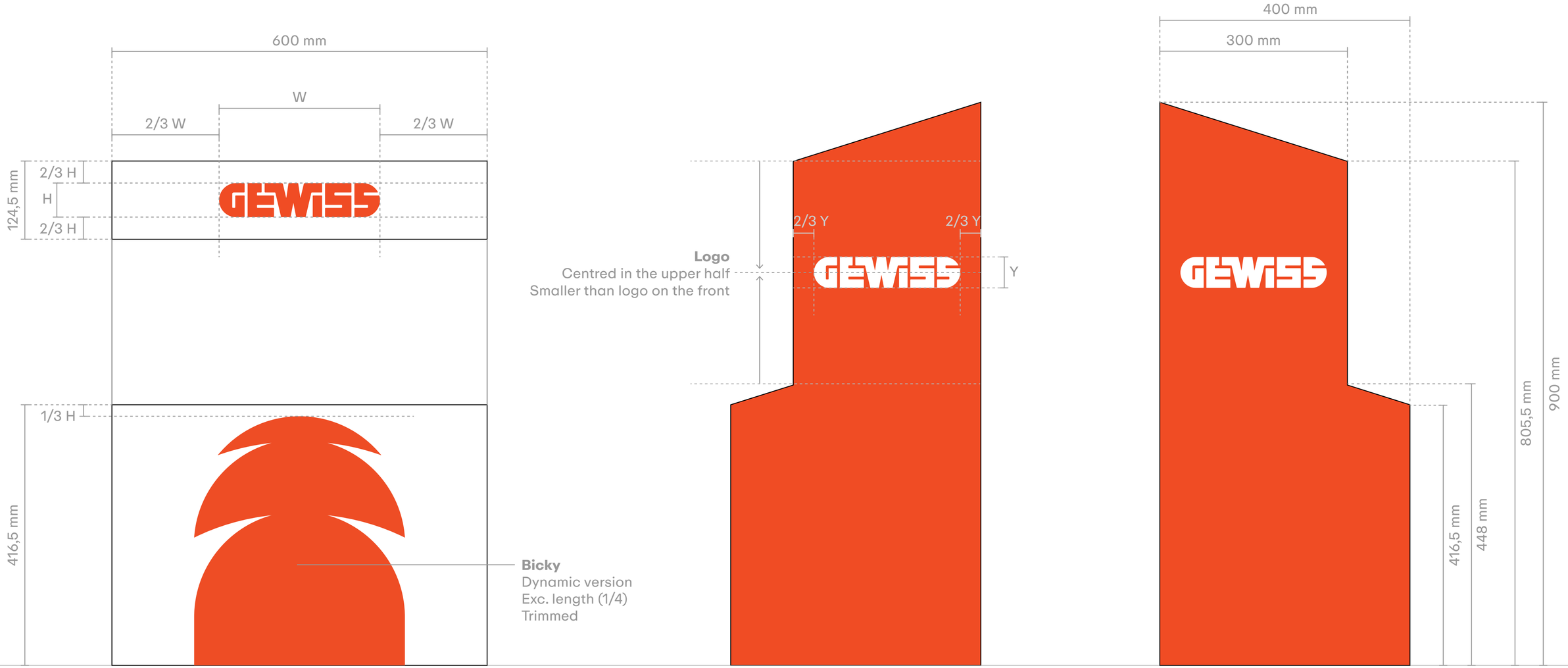
Side (left)

When it is necessary to display multiple products, an alternative double-deck version of the pallbox is also available.

The total volume of the double-deck pallbox has the same dimensions of the regular pallbox (60 × 40 × 90/129 cm). The upper shelf has a depth equal to 3/4 of the total depth, and both levels have two similar diagonal cuts on the side to facilitate access to the content of the pallbox.

Similarly to the regular pallbox, th design of the front includes the Gewiss logo in a prominent position (optically centred in the upper half), and the dynamic Bicky (exceptional length). Both sides have a solid Gewiss Orange background with the Gewiss logo optically centred in the narrower top half.

Double-deck pallbox



Front

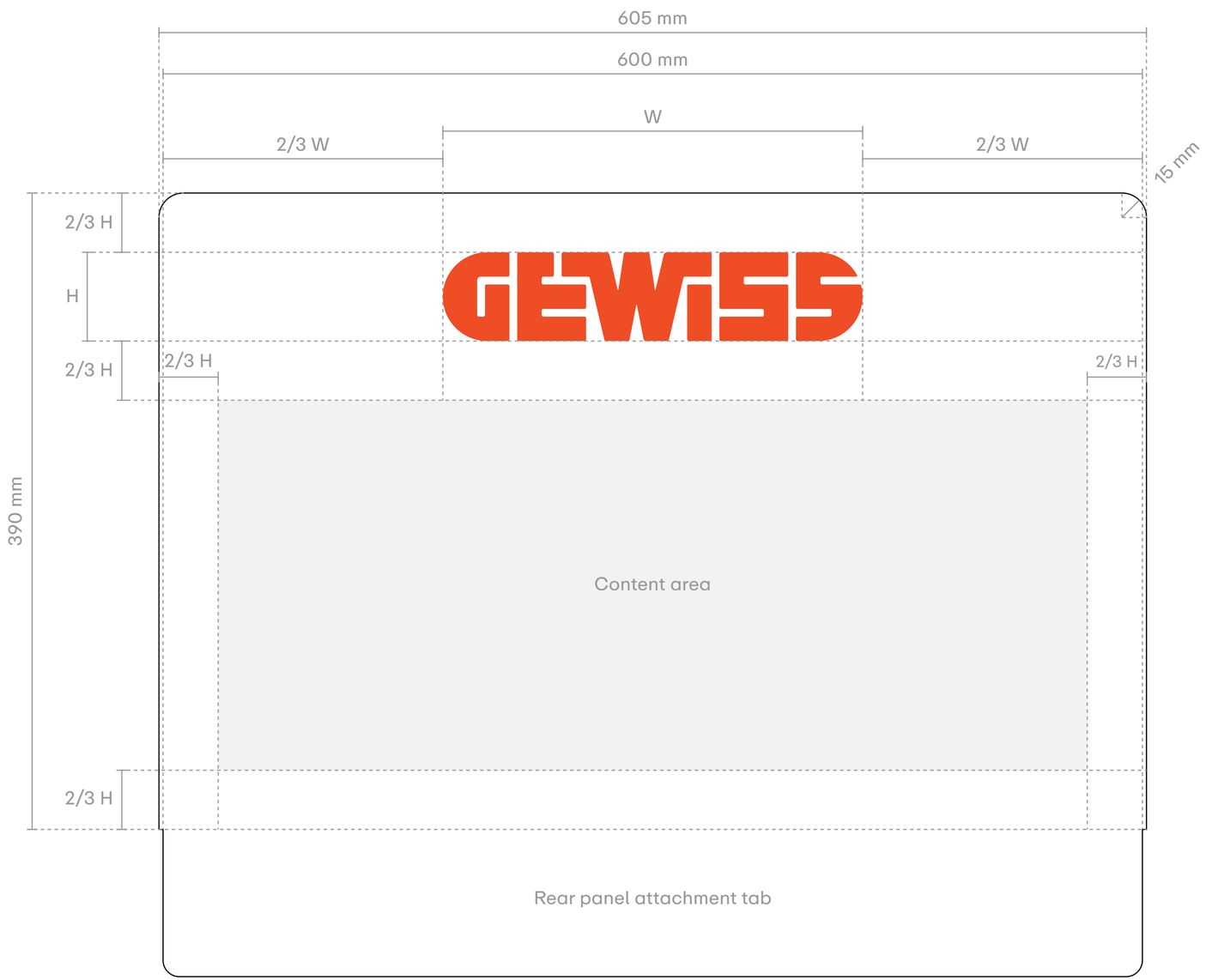
Side (right)

Side (left)

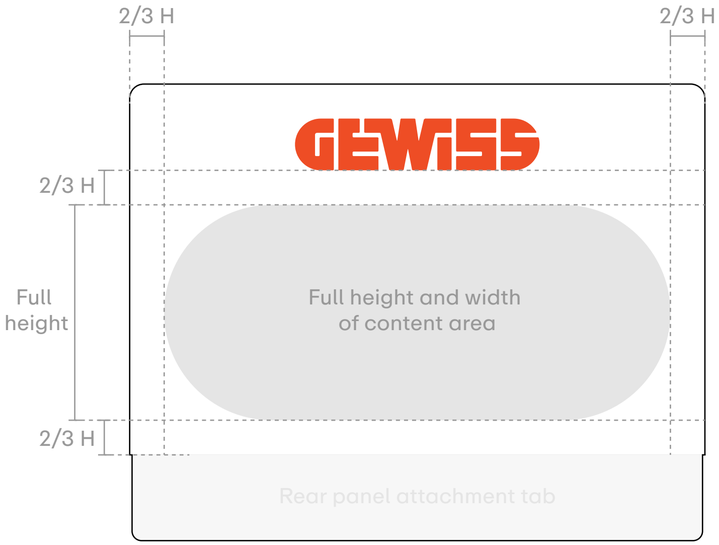
The Gewiss logo on the crowner is always in the same fixed position and it has the same size as on the front of the pallbox.

The content area can have different layouts, and it is usually used for messages, images, and/or illustrations that depend on the content of the pallbox.

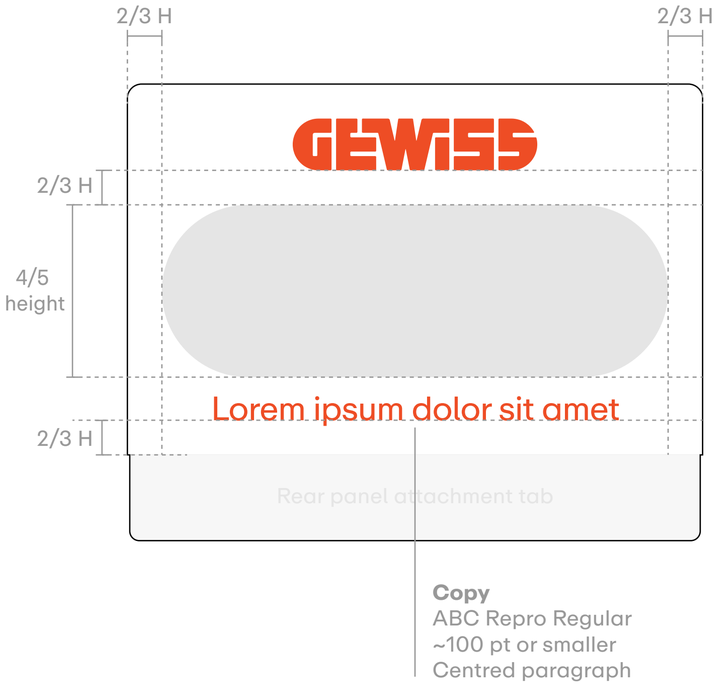
In the case of sub-brands, their logo will only appear on the crowner – not on the pallbox, replacing the Gewiss logo (the correct sizing and placing of sub-brand logos are illustrated in the following pages).



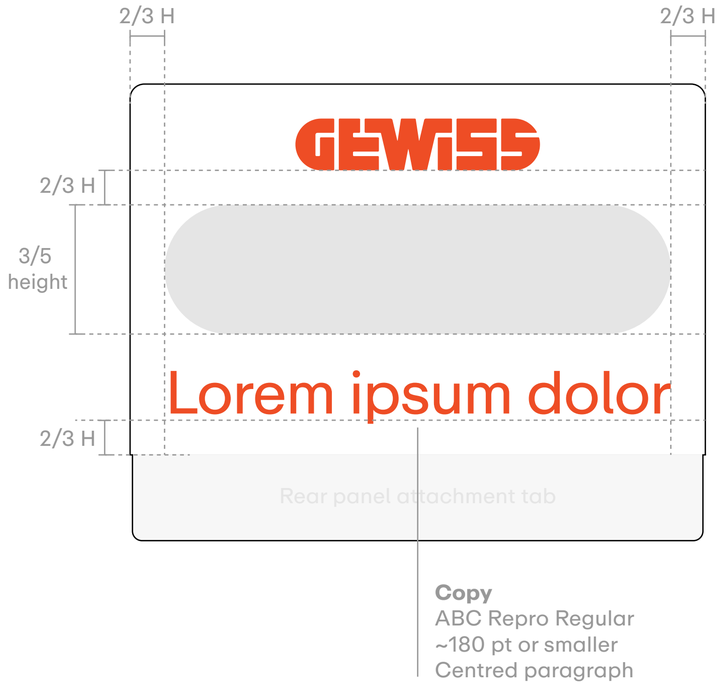
Large Bicky
Maximum height allowed
No headline



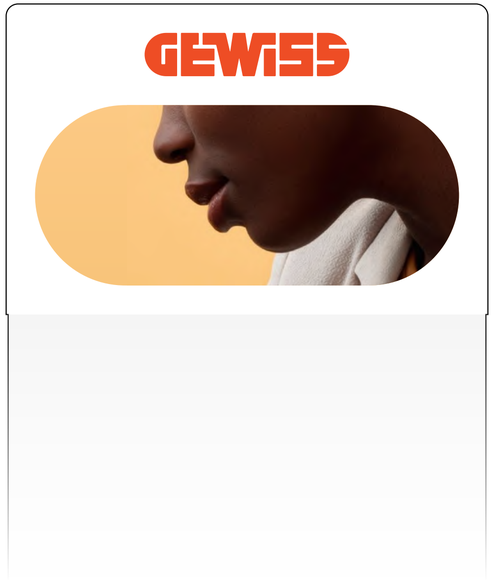
Medium Bicky

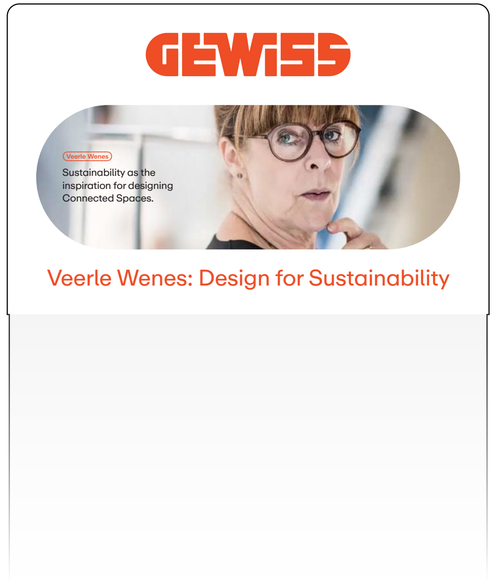


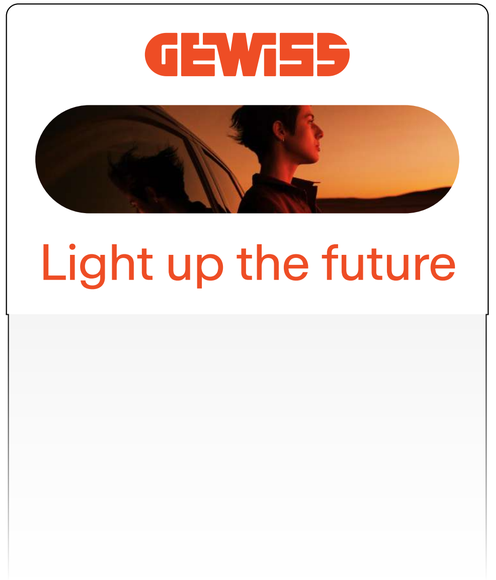
Small Bicky
Minimum height allowed
Large headline



The simple version of the Bicky can be used alone or in combination with copy as shown in the examples on this page.

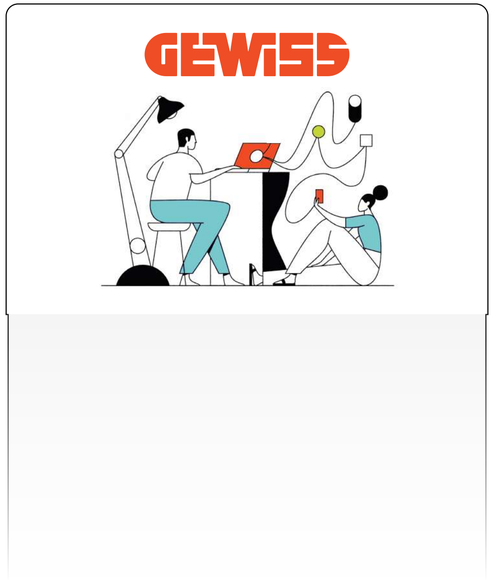


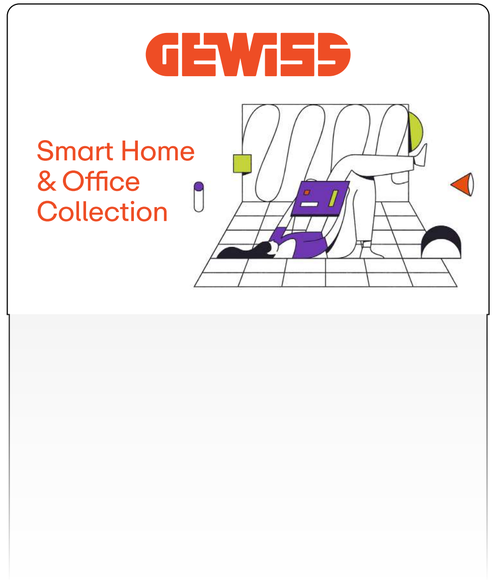


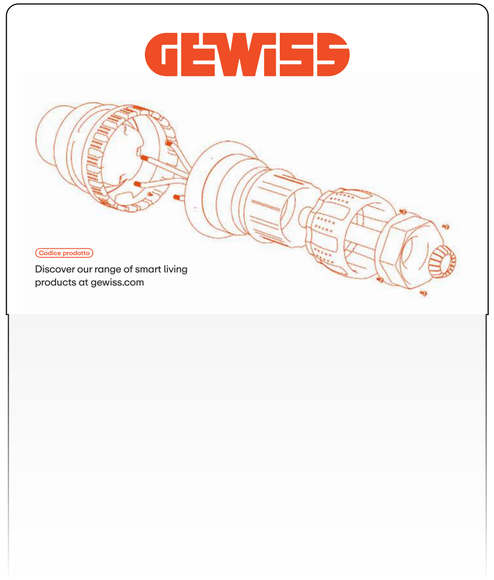


Images for illustrative purpose only. They may not be copied, distributed or used in any other publication or medium.

Here are some examples of the use of illustration. Illustrations can be used alone or in combination with copy. Also in this case, all elements should always be contained within the content area.

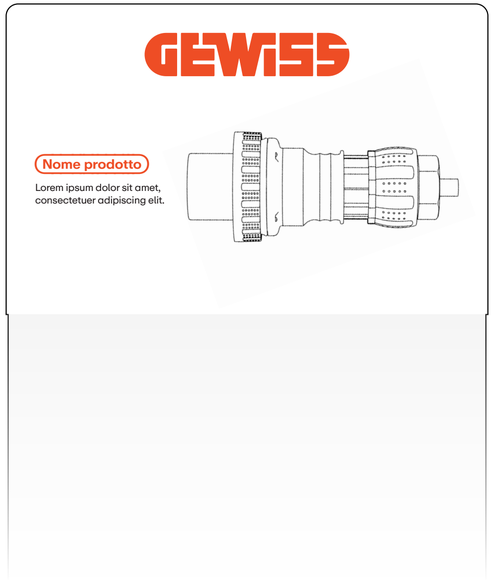


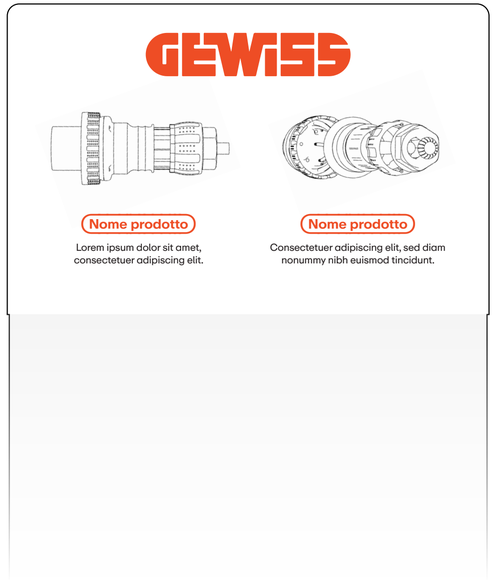


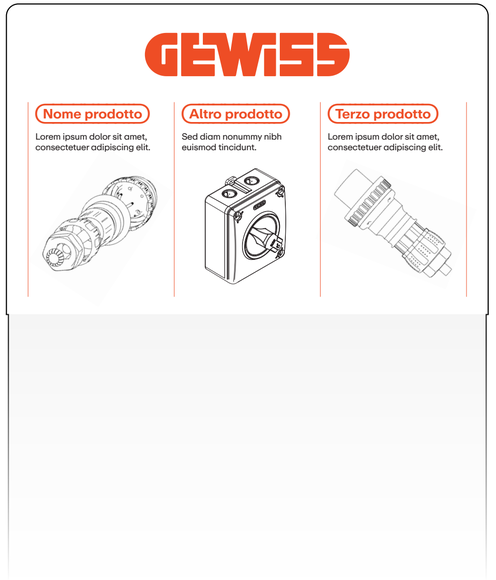


Images for illustrative purpose only. They may not be copied, distributed or used in any other publication or medium.

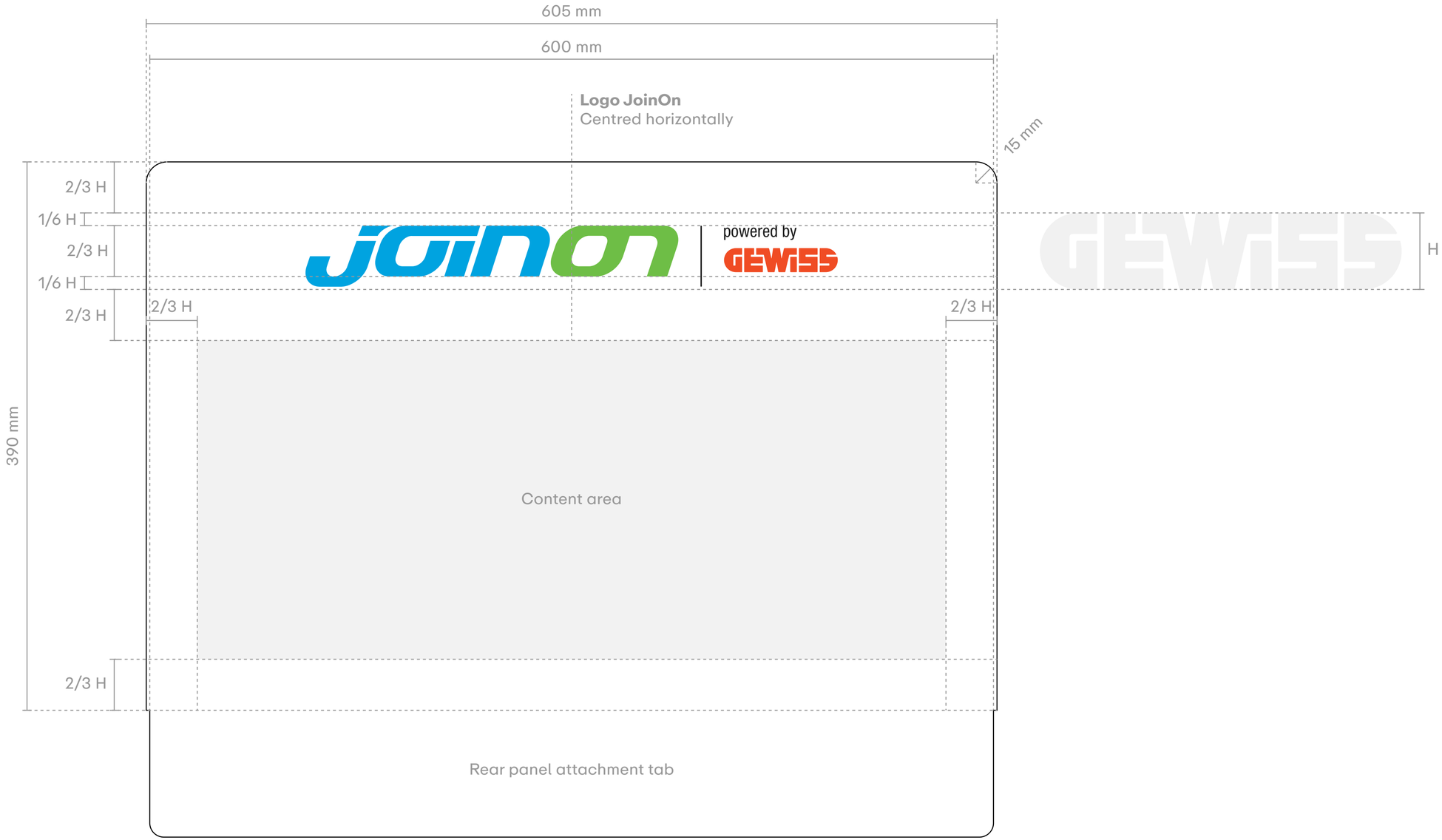
The crowner can be used to provide information about the products on display, arranging the content into multiple columns if necessary. In this case, it is recommended to only use technical drawings of the products.

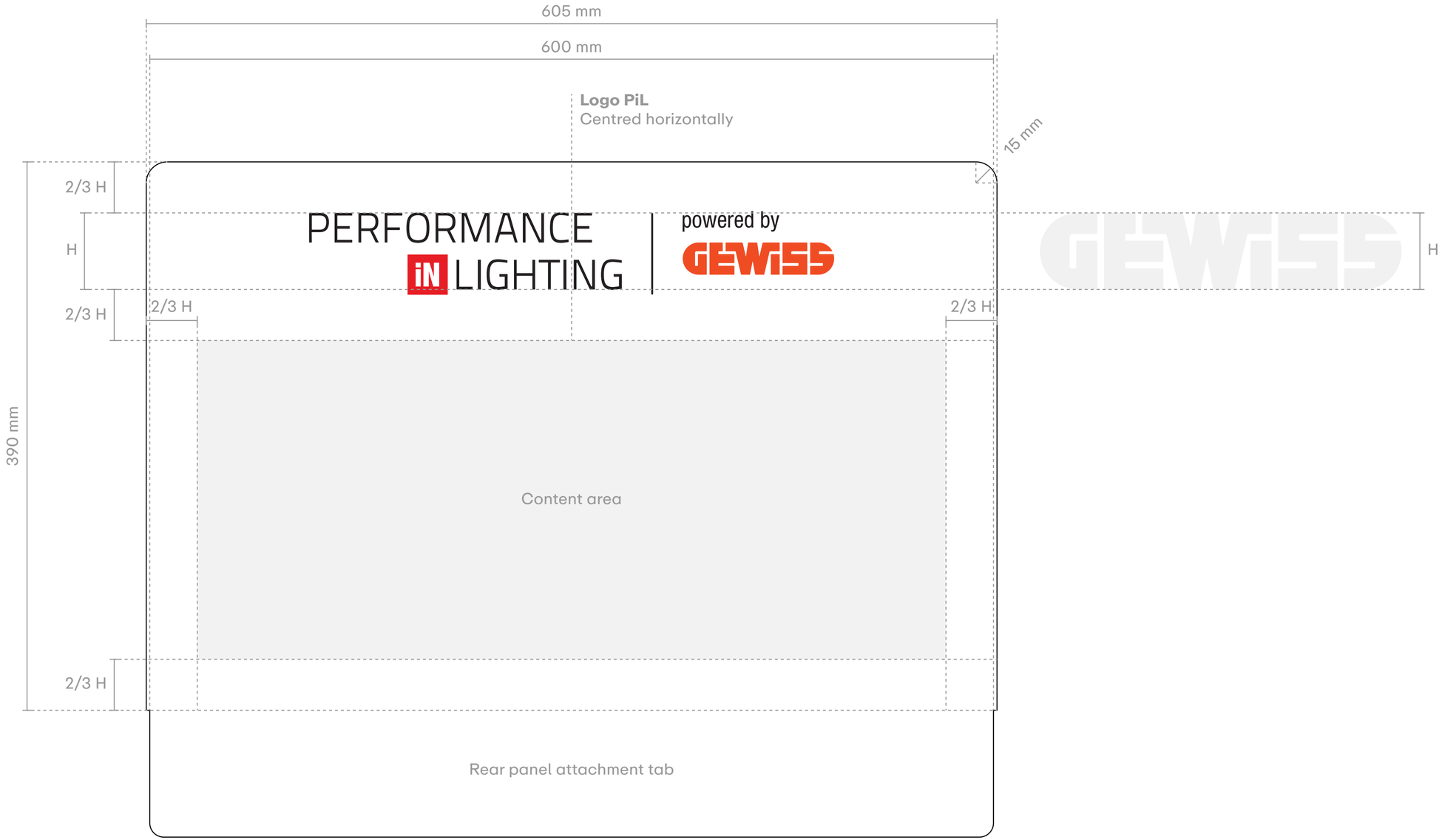






Images for illustrative purpose only. They may not be copied, distributed or used in any other publication or medium.


605 mm
600 mm
Logo JoinOn
Centred horizontally
15 mm
2/3 H
1/6 H
2/3 H
1/6 H
2/3 H
2/3 H
2/3 H
H
390 mm
Content area
2/3 H
Rear panel attachment tab

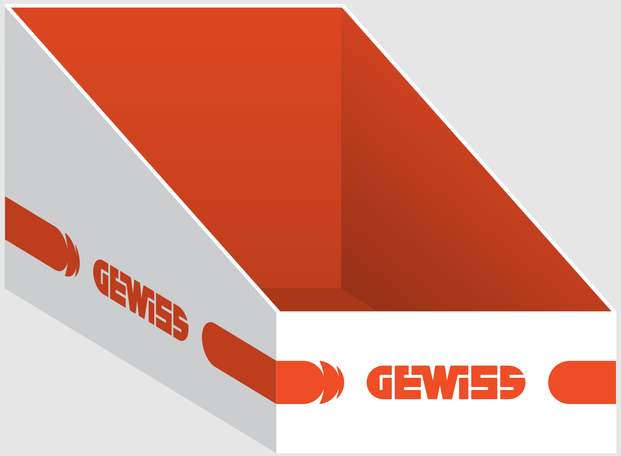

605 mm
600 mm
Logo PiL
Centred horizontally
15 mm
2/3 H
H
2/3 H
2/3 H
2/3 H
H
390 mm
PERFORMANCE
iN LIGHTING
powered by
GEWISS
Content area
2/3 H
Rear panel attachment tab

Gewiss' dispensers have a simple shape with a diagonal cut on the side. This cut follows the same inclination of the cut on the side of the pallbox.

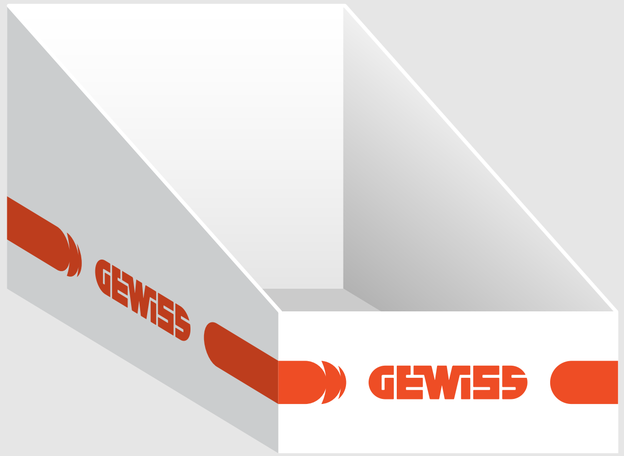
There are two versions available.
The primary version (recommended) is white with the repetition of Logo + Bicky on the outside, while the inside is printed in solid Gewiss Orange.

The secondary version (optional) differs from the primary version only in the colour of the inside, which remains white unprinted. This version is only used when there are limitations in terms of cost or production.

Primary version

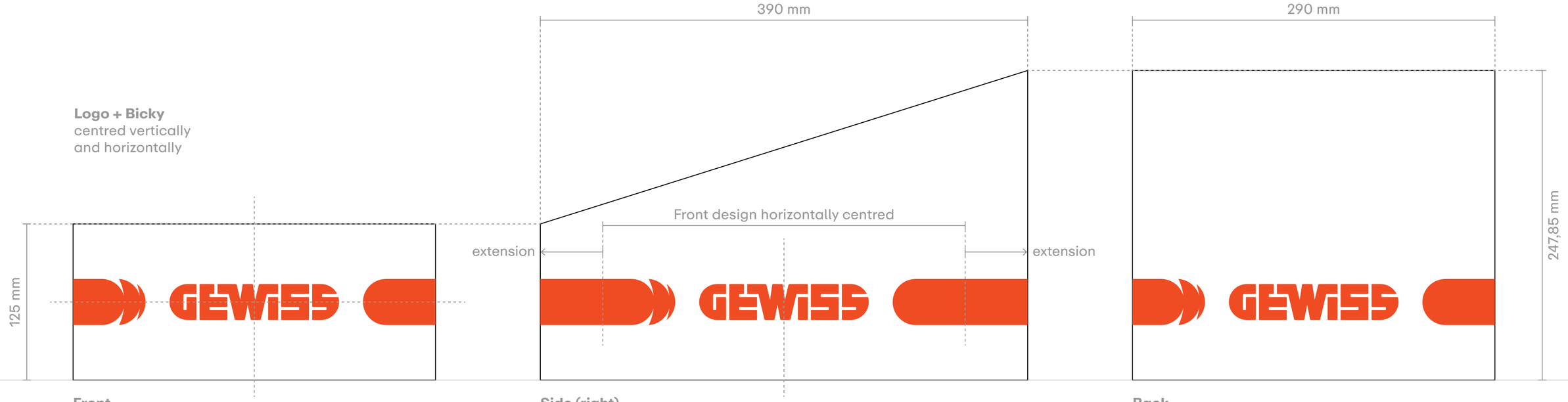


Secondary version



Logo + Bicky
module construction

Logo + Bicky
centred vertically
and horizontally



Front

Side (right)
Same design on both sides

Back
Same design as on the front

The shelf covers come in two sizes:

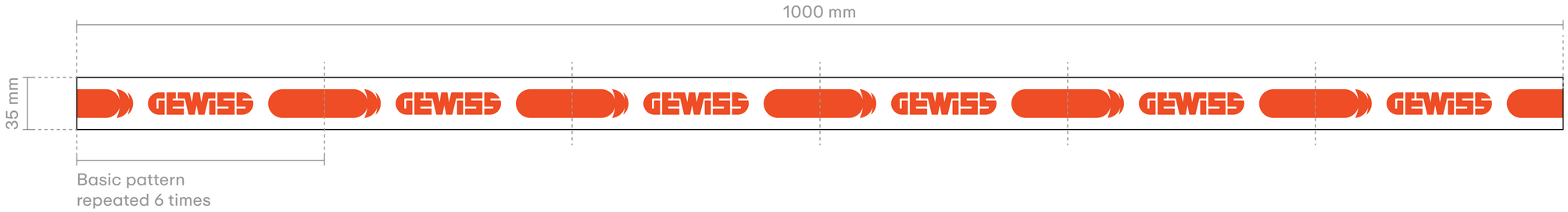
- 100 cm width by 3,5 cm height
- 100 cm width by 5,5 cm height

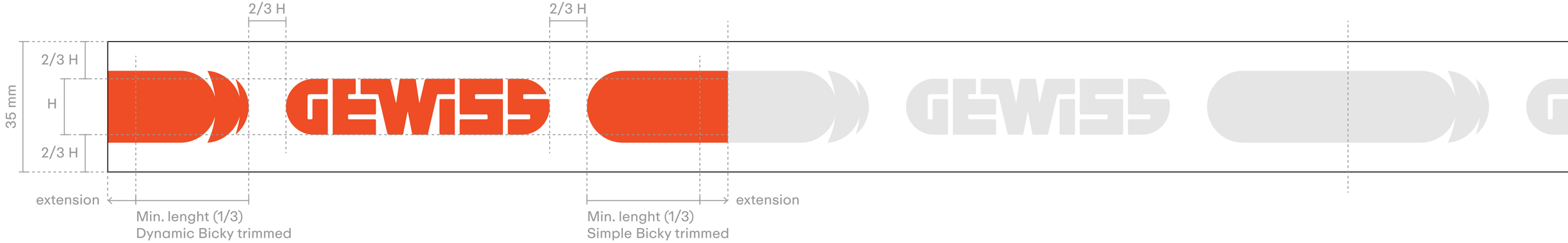
There are two versions available.
The primary version (recommended) has the pattern Logo + Bicky in Gewiss Orange on a white background. The secondary version (optional) has the pattern
Logo + Bicky in white on solid a Gewiss Orange background.

Primary version

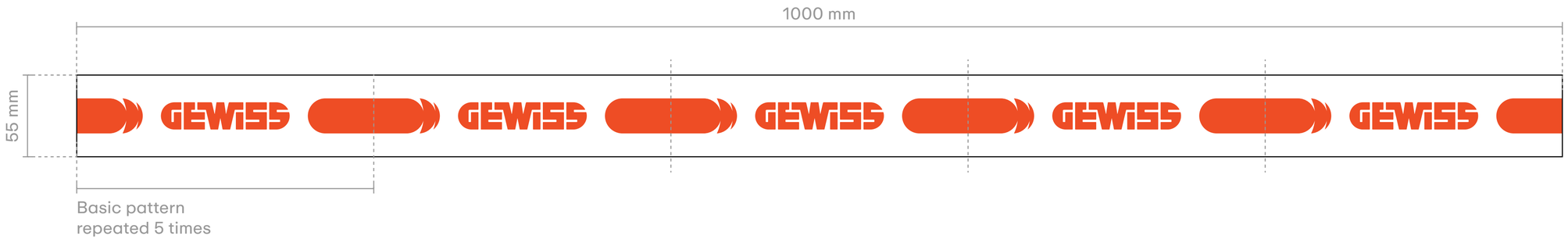
Secondary version

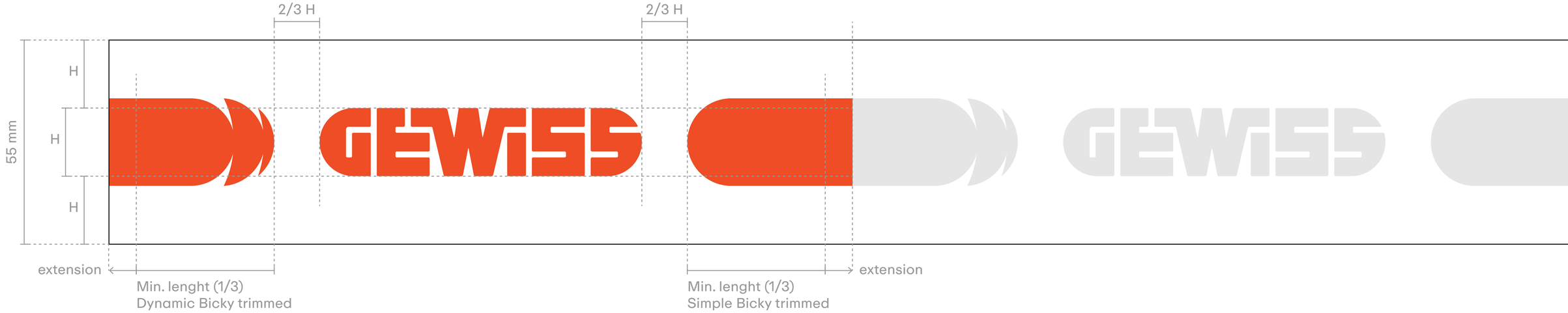
Shelf cover 35 mm





Shelf cover
55 mm

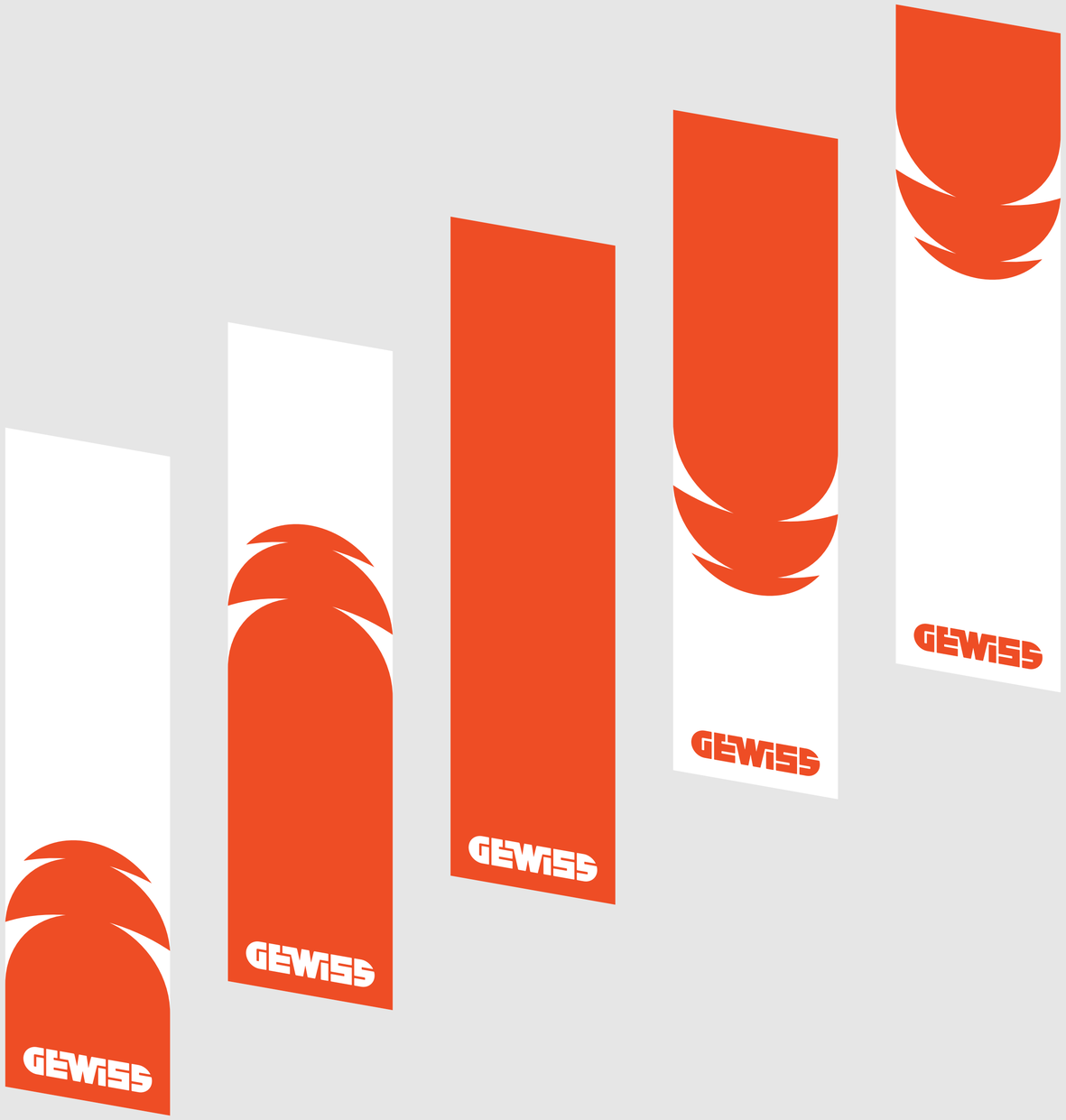




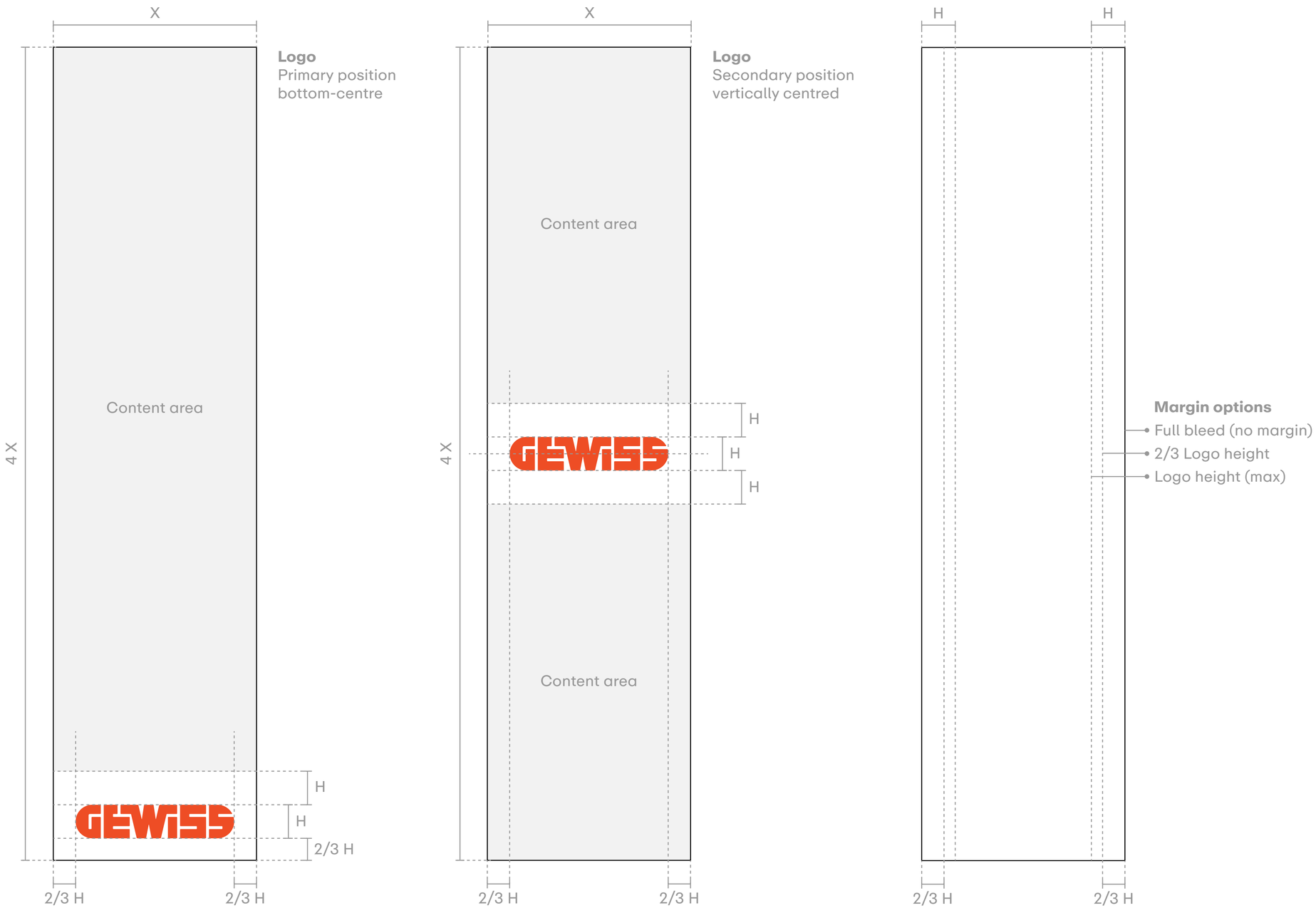
Flags are used to highlight Gewiss's presence along the aisles of a store.

The format of flags is tall and narrow with a recommended ratio of 1:4 (the height equals 4 times the width).

The flags usually use the Gewiss logo, the Bicky and, optionally, photographic images. Two positions are allowed for the logo: a primary position at the bottom of the flag and a secondary position where the logo is vertically centred. The placement of the logo depends on the installation height of the flags. Please, always make sure to choose the version in which the logo is placed at the optimal height for human vision.



Flags


X
Logo
Primary position
bottom-centre
Content area
4 X
H
H
2/3 H
2/3 H
2/3 H
X
Logo
Secondary position
vertically centred
Content area
4 X
H
H
H
Content area
2/3 H
2/3 H
H
H
Margin options
Full bleed (no margin)
2/3 Logo height
Logo height (max)
2/3 H
2/3 H

When using photographic images, these are usually inscribed in the simple Bicky. In the sequence of flags, those containing pictures must always be alternated with those with single-colour Bickys, as in the example on this page.

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When using photographic images, these are usually inscribed in the simple Bicky. In the sequence of flags, those containing pictures must always be alternated with those with single-colour Bickys, as in the example on this page.

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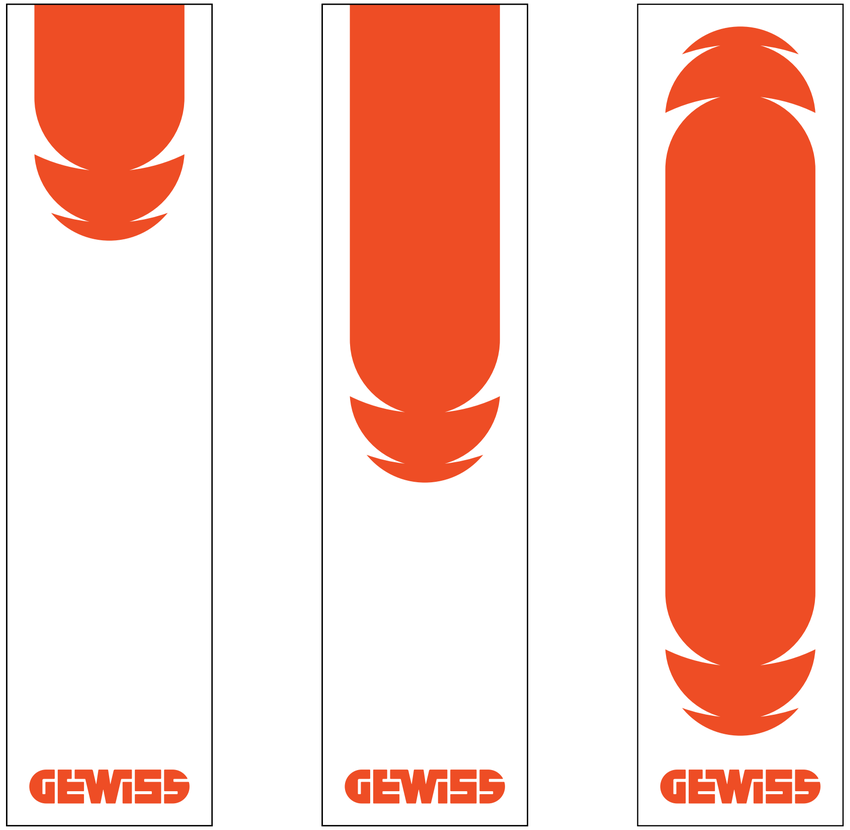
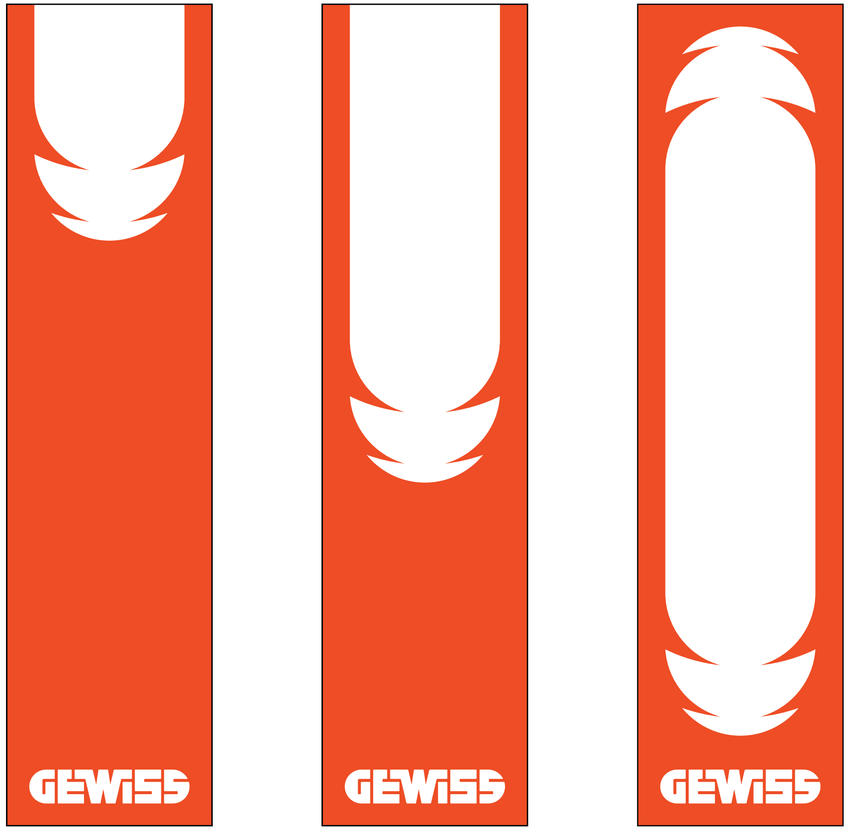
The design of the flags and their arrangement can be used to create a dynamic progression where the Bicky appears to “move” across the flags.

The design of the flags and their arrangement can be used to create a dynamic progression where the Bicky appears to “move” across the flags.



As an alternative option, the colours of some designs can be reversed using the Gewiss Orange as a background.



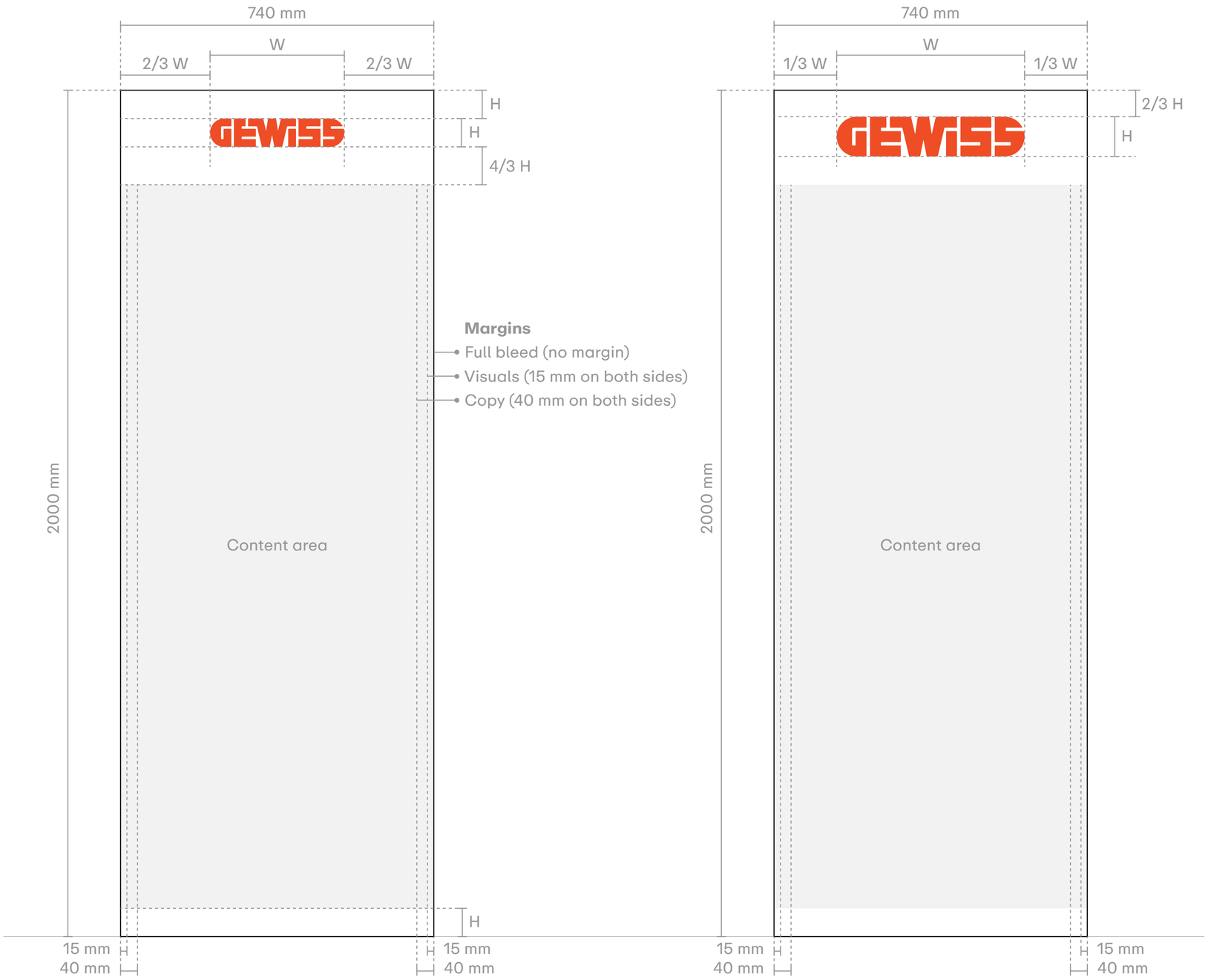
The totems have a size of 74 cm wide by 200 cm high.

Two versions of logo size.

Primary standard size:
3/7 of the width of the totem.

Secondary large size:
3/5 of the width of the totem

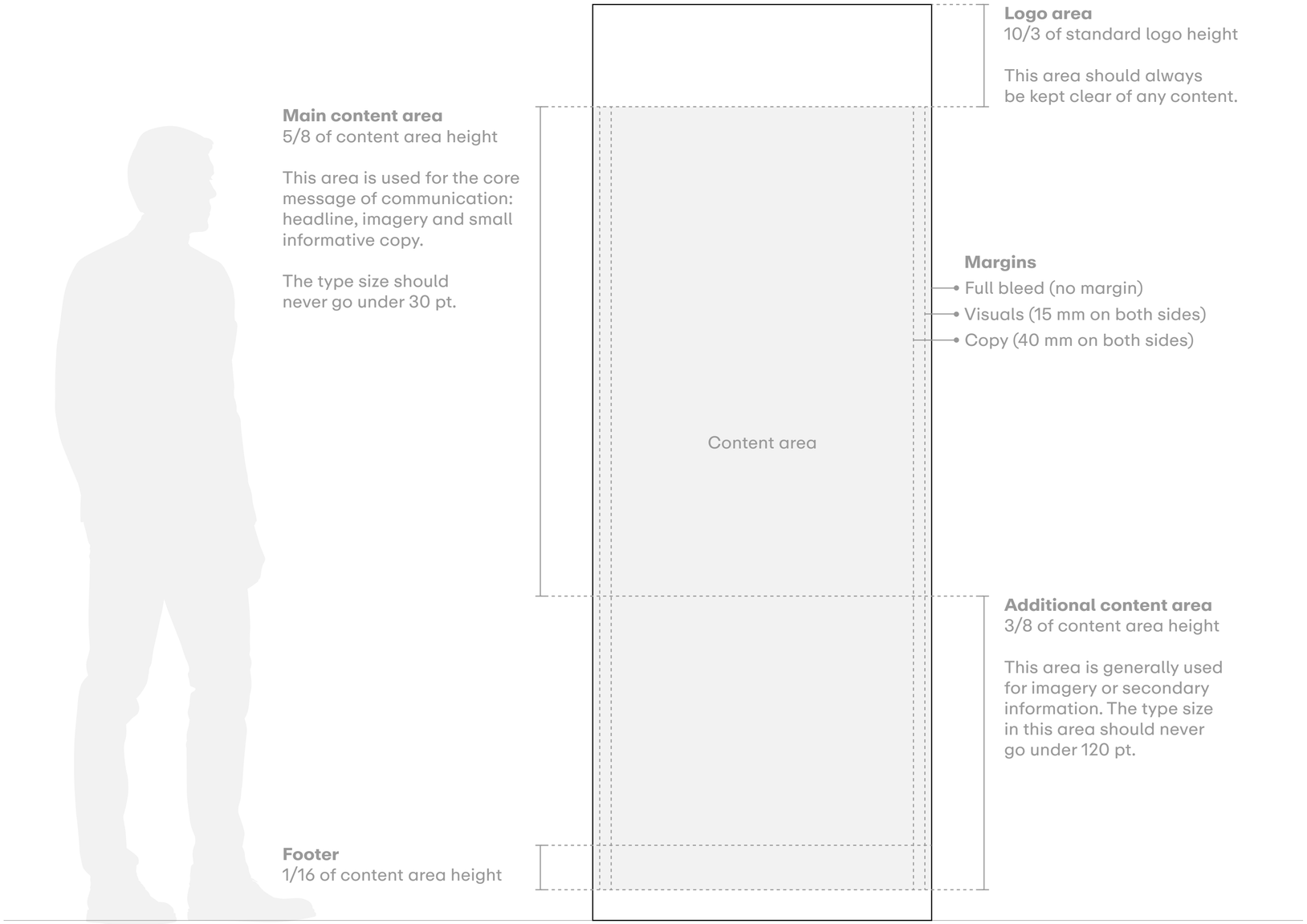
In the case of sub-brands, their logo will be used in the logo area, replacing the Gewiss logo (the correct sizing and placing of sub-brand logos are illustrated in the following pages).



The totems are usually placed on the floor, therefore the distribution of content should always take into account the optimal height of human vision.

As illustrated on this page, there are four different focus areas that help design the layout of the totems:

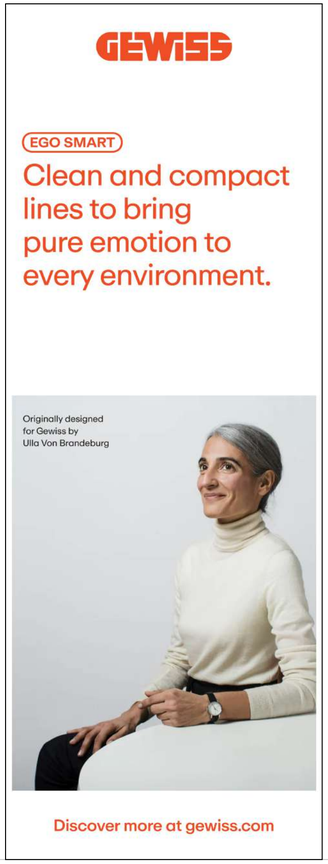
- Logo area
- Main content area
- Additional content area
- Footer

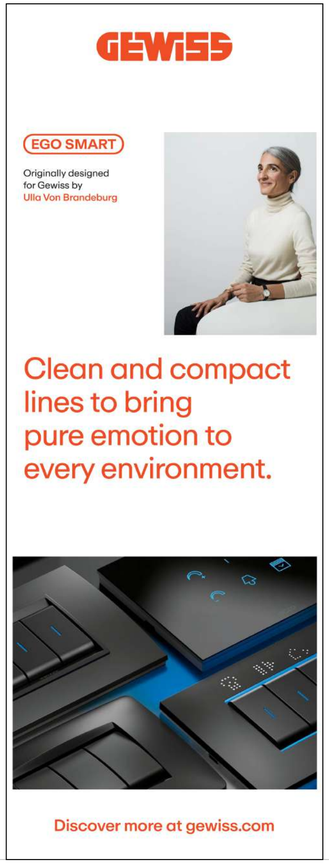


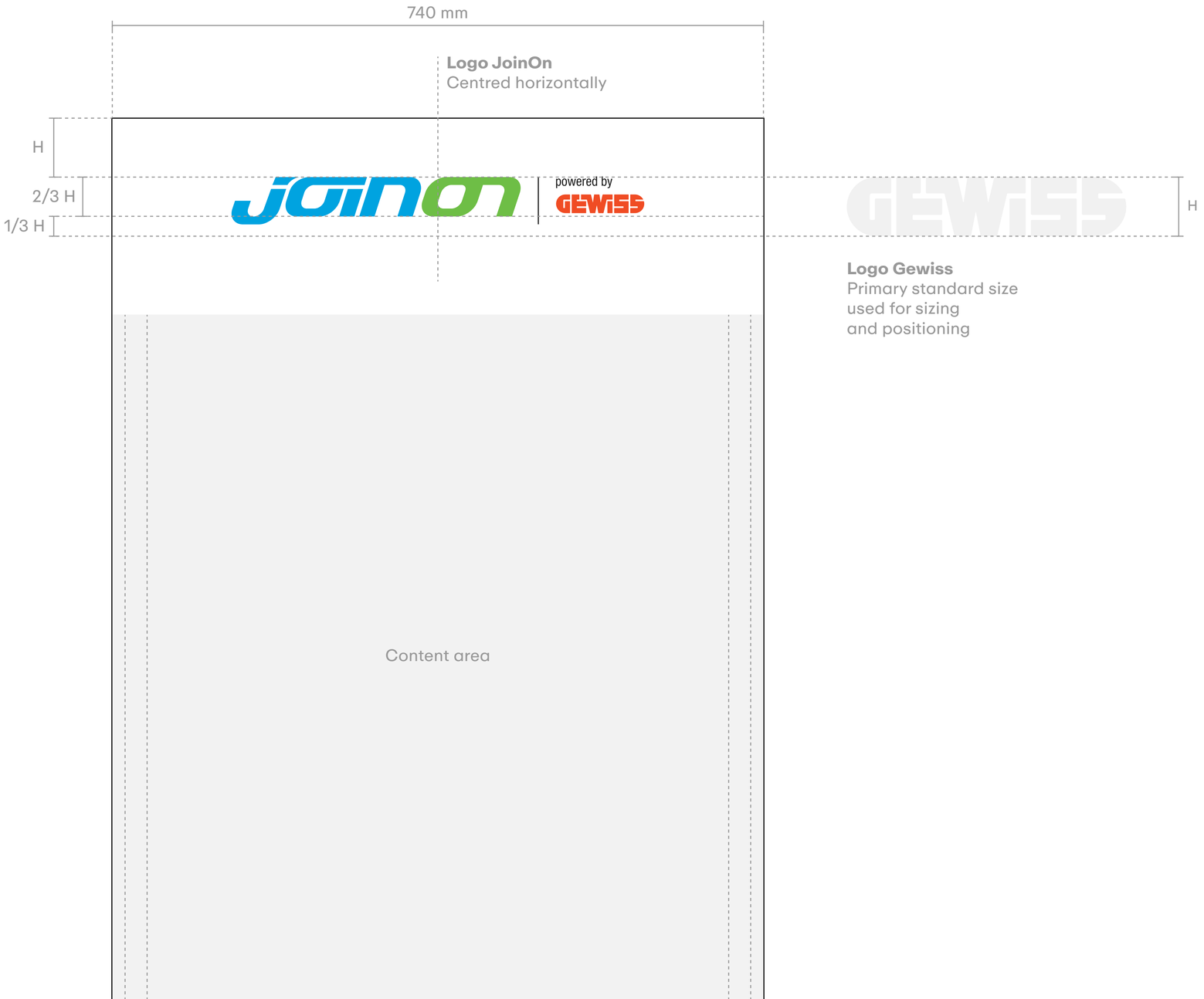
When the content of the totem is focused solely or mostly on the brand, it is recommended to use the secondary large size of the logo.

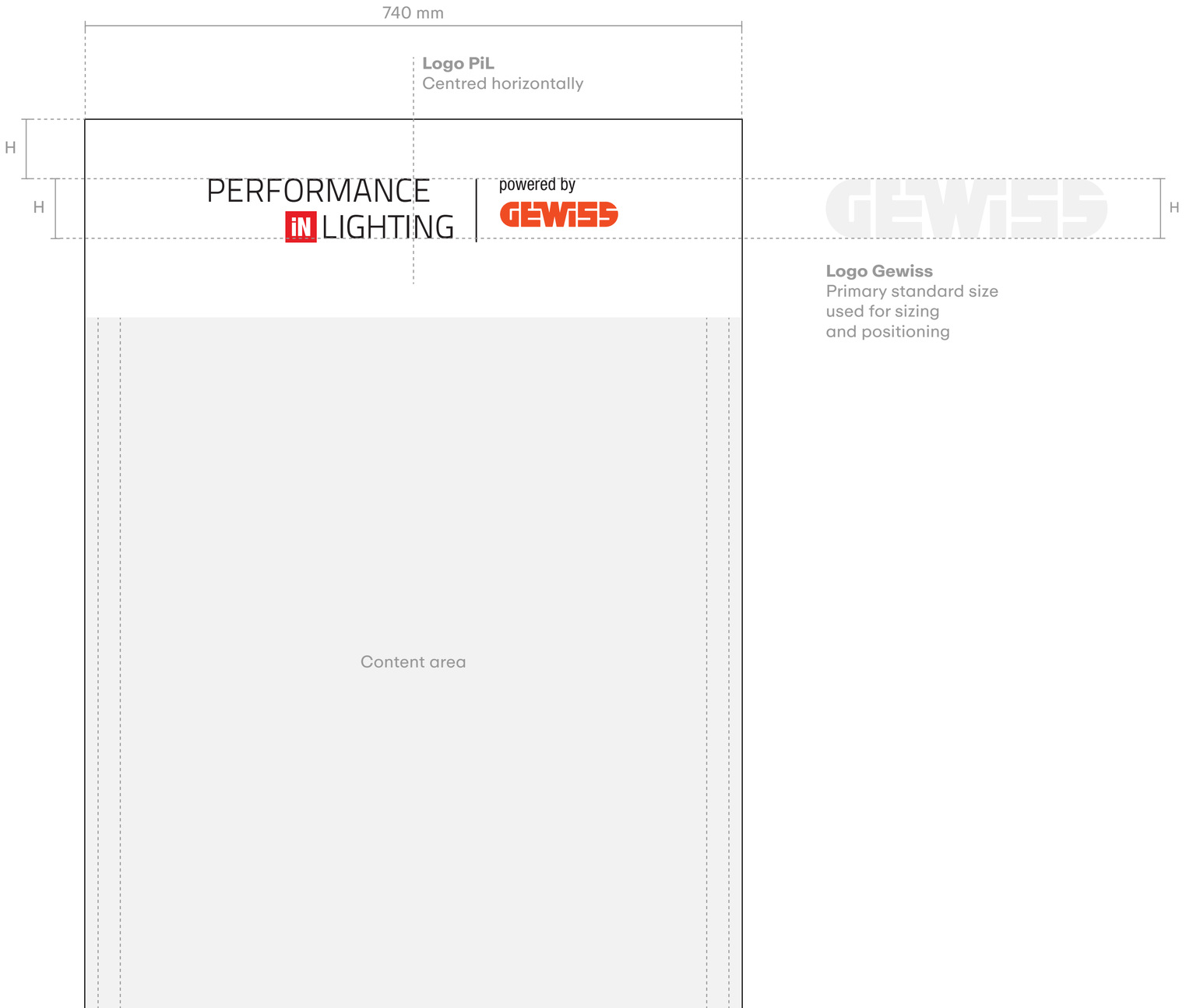
It is possible to place multiple totems side by side, distributing the content across the resulting content area, and creating a coherent and well-balanced layout.

The totem examples on this page are more product-focused, with an increasing level of detail. Content areas can be used in
a flexible way to organise different types of content. Please always ensure that the legibility of text is adequate for human vision height.






740 mm
Logo JoinOn
Centred horizontally
H
2/3 H
1/3 H
powered by
GEWISS
H
Logo Gewiss
Primary standard size
used for sizing
and positioning
Content area


740 mm
Logo PiL
Centred horizontally
H
H
PERFORMANCE
iN LIGHTING
powered by
GEWISS
H
Logo Gewiss
Primary standard size
used for sizing
and positioning
Content area

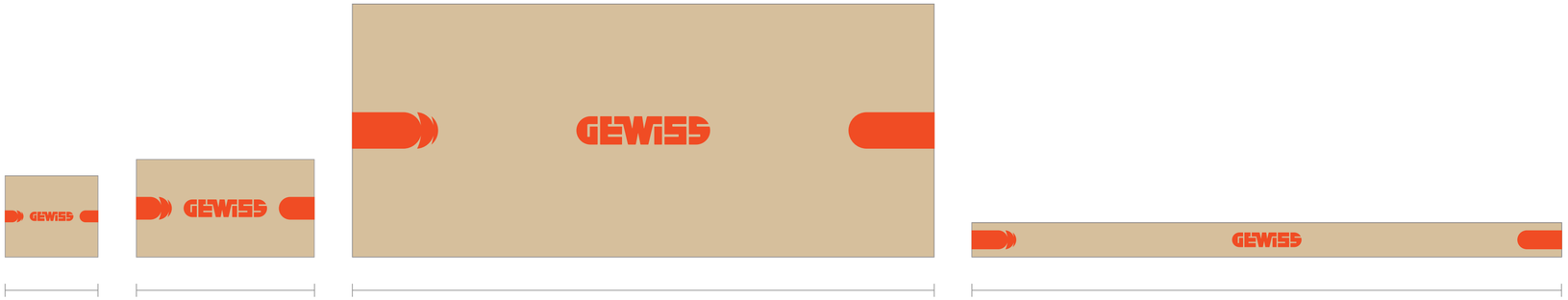
Packaging

The packaging design of Gewiss has two main elements: the logo and the Bicky. On the front, the logo is consistently centered with the Bicky positioned beside it, creating a seamless texture when boxes of the same size are placed adjacent to each other. On the sides of the box, only the Gewiss logo is displayed.

Cardboard box examples

Gewiss' packaging design is modular, fitting all shapes and sizes of boxes.

Front



25,7 cm
Logotype length: 12 cm

49,2 cm
Logotype length: 23 cm

161 cm
Logotype length: 37 cm

163 cm
Logotype length: 19 cm

Side

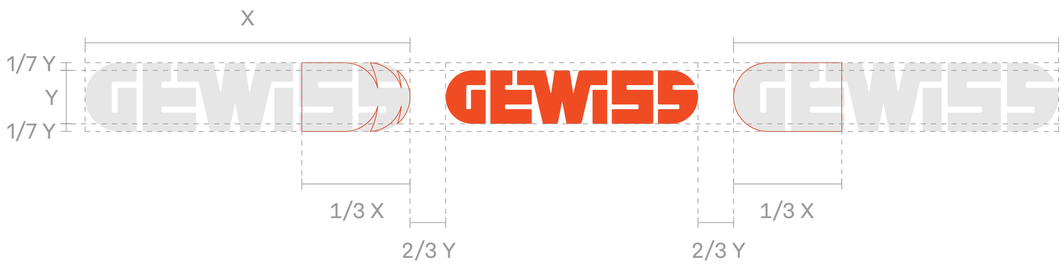
9,7 cm

39,8 cm
Logotype length: 23 cm

66 cm
Logotype length: 37 cm

12 cm

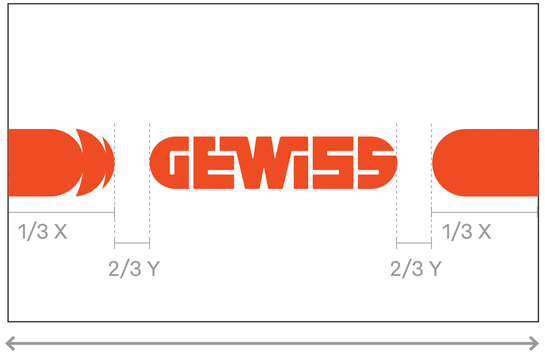
Bicky and logo proportions



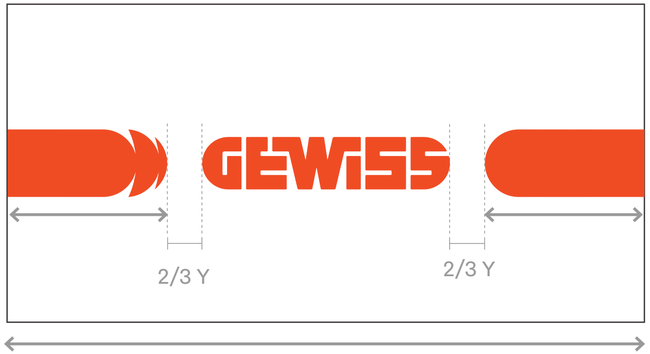
Bicky's min. lenght
= hx1,5735

Bicky's max. lenght
= (hx2,363)

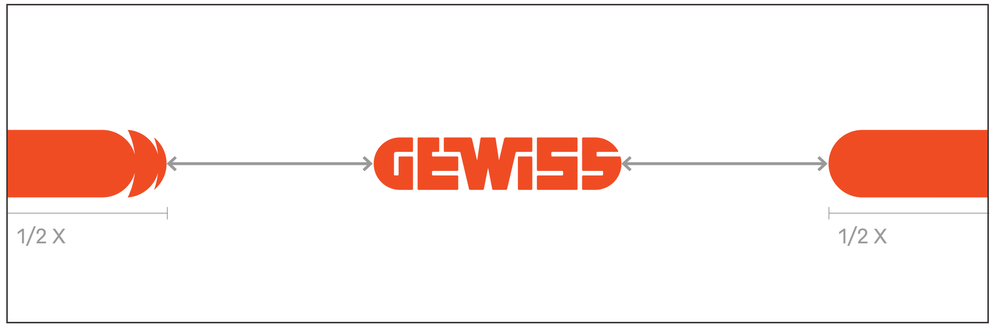
The logo's height is 5/7
of the Bicky's height



For the smallest boxes, the abbreviated version of the Bicky logo (1/3 X) is used, while there is a minimal distance (2/3 Y) between the Gewiss logo and the Bicky.

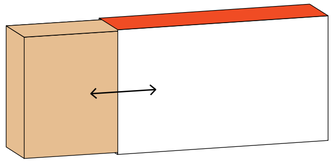


As the width increases, the space between the Bicky and the logo remains the same, while the Bicky can increase in width up to the maximum proportion possible of one-half X



Once the Bicky has reached the maximum proportion of one-half X, the space between the logo and the Bicky will increase as needed.

Particular products that needs an enhanced communication impact can be enriched with the cardboard sleeve.



Gewiss' cardbox are inserted inside the sleeve

The content of the visualisation are purely illustrative.

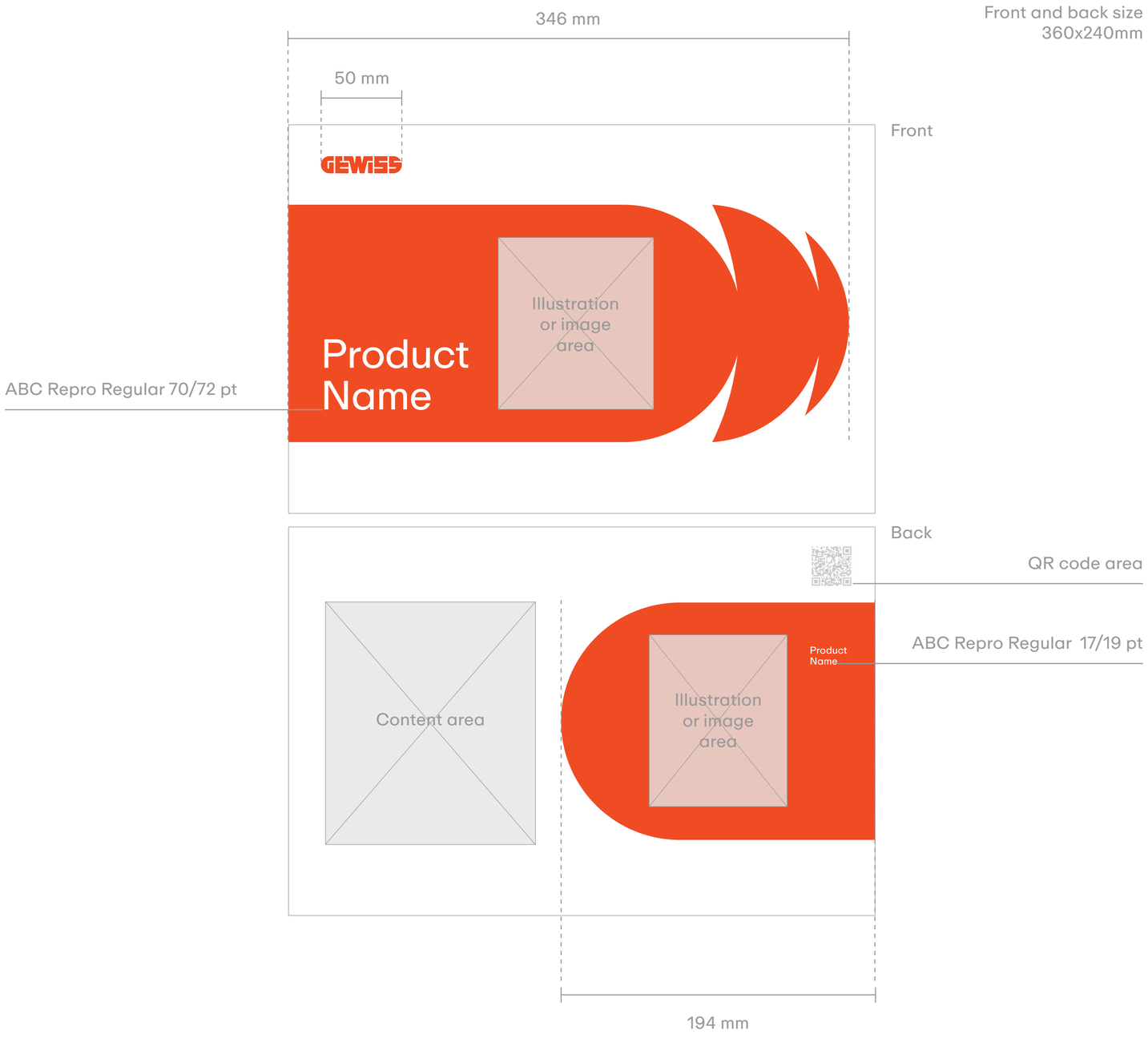
On the front of the sleeves, the Bicky serves as the primary container for all information, including the name and an illustration or photo of the product or application. Additional information are to be placed on the side and back of the sleeve.

Illustration

Photo

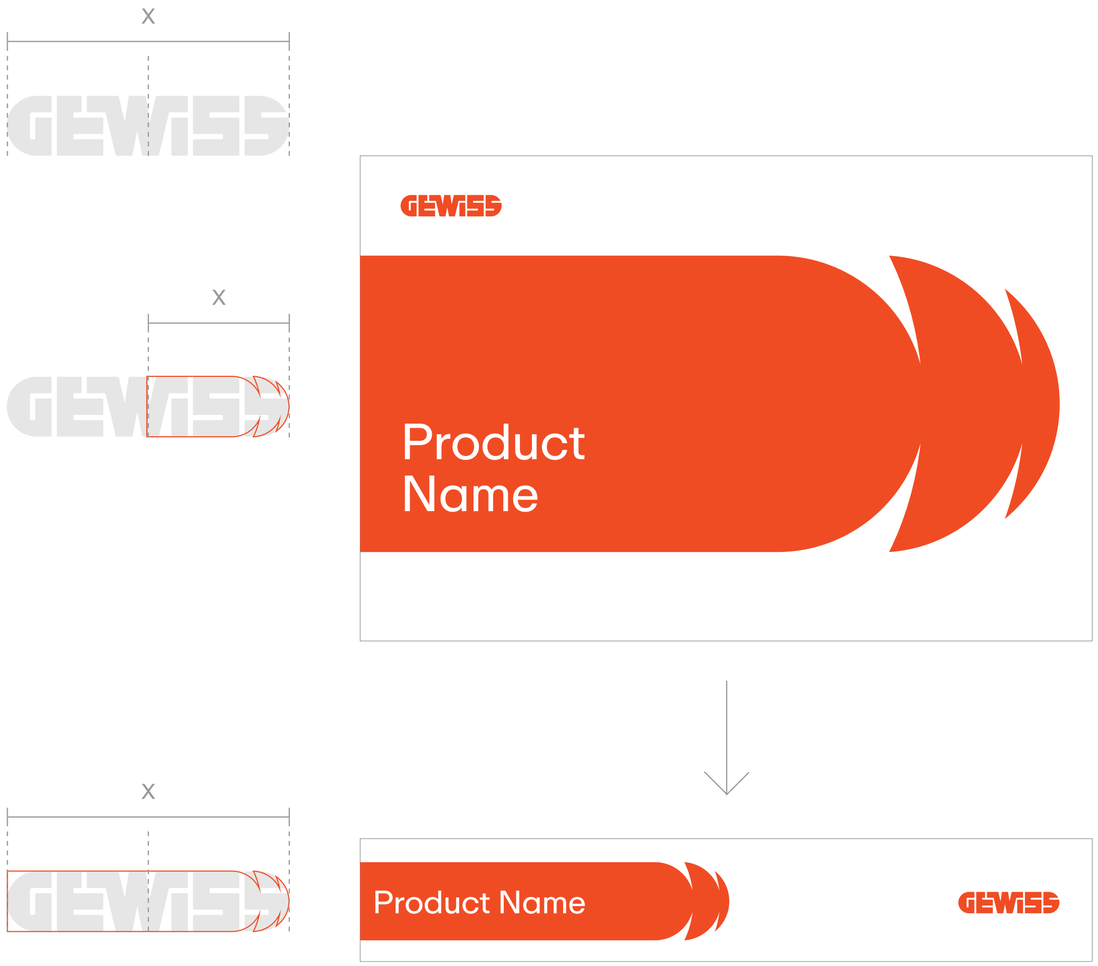
The content of the visualisation are purely illustrative.

Here are some proportions to use as a starting point in designing the sleeve.



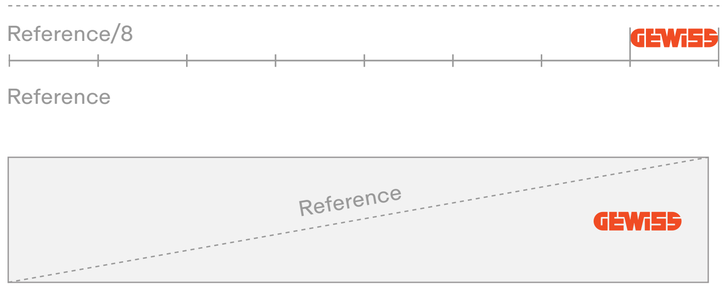
The content of the visualisation are purely illustrative.

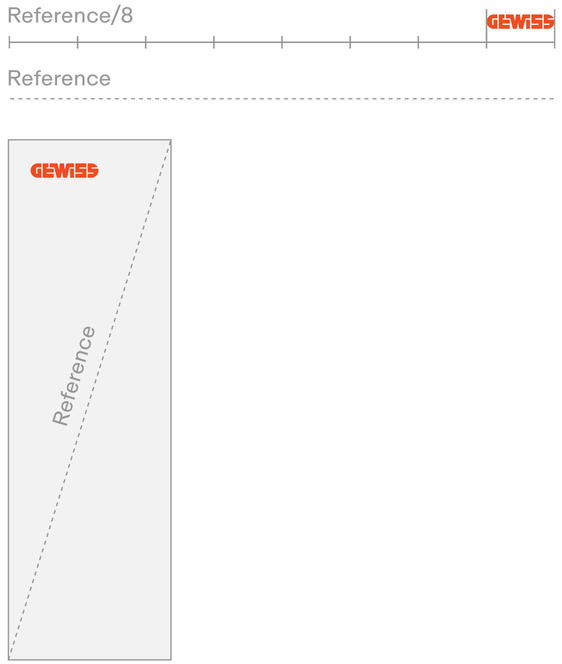
Here is an example of the placement of the Gewiss logo when there is not enough vertical space to position it above the Bicky.



The content of the visualisation are purely illustrative.

To get an idea of the correct sizing of the Gewiss logo when applied on a sleeve, we can set the width of the Gewiss logo as 1/8 of the length of the diagonal of the available space.

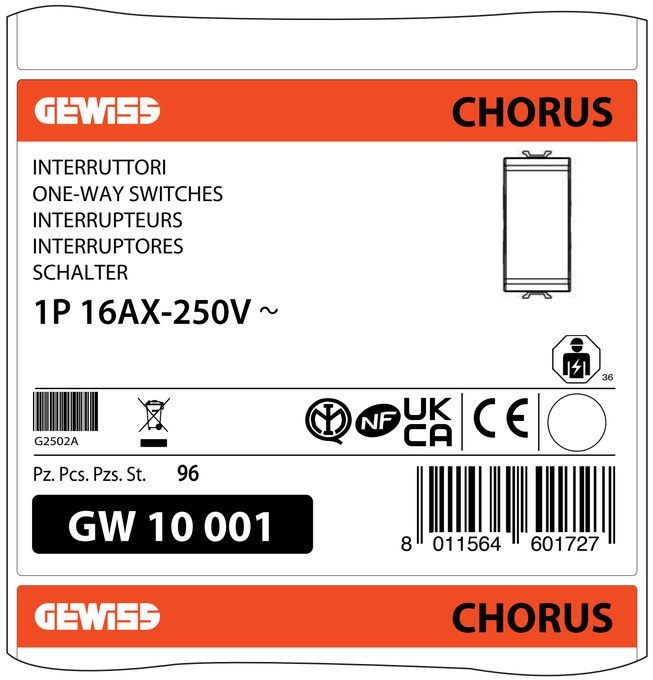




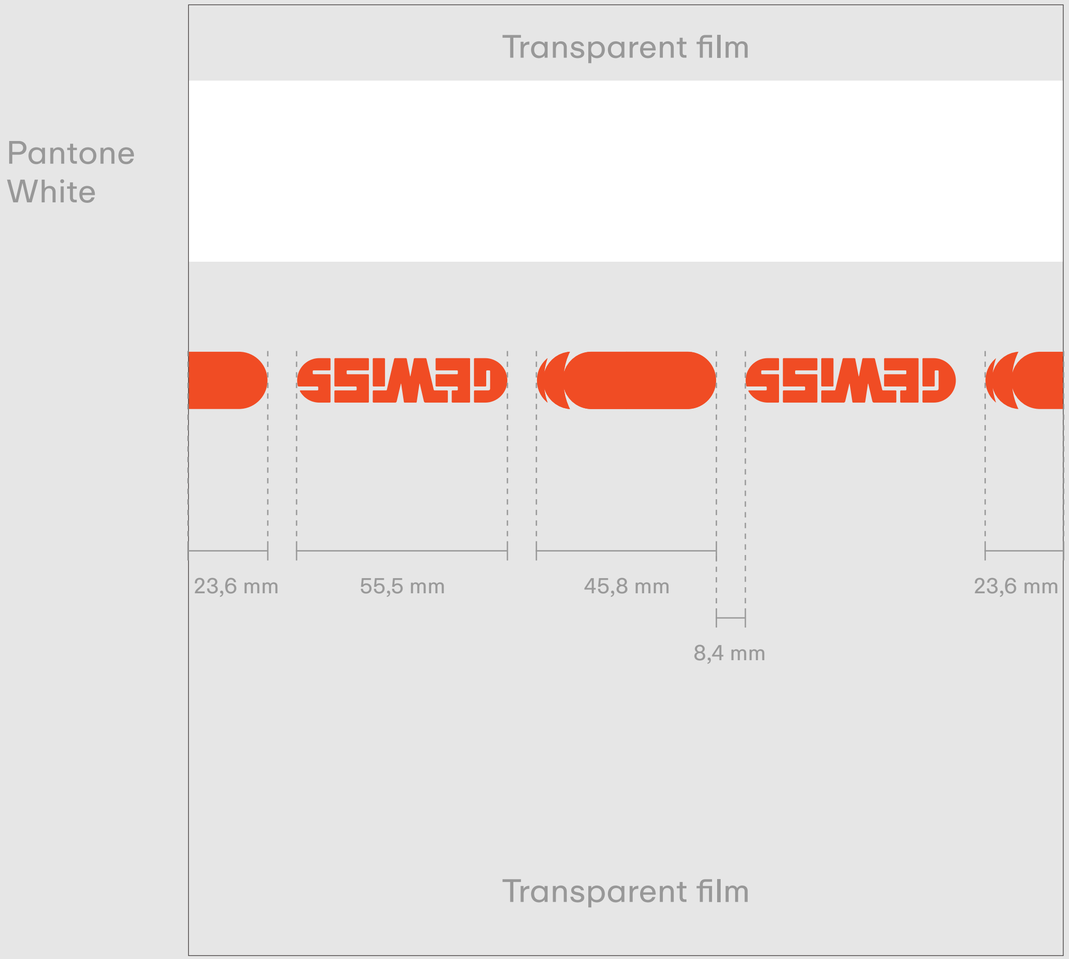
The content of the visualisation are purely illustrative.

Here is a preview of the Gewiss' tape used to seal the cardboard boxes.

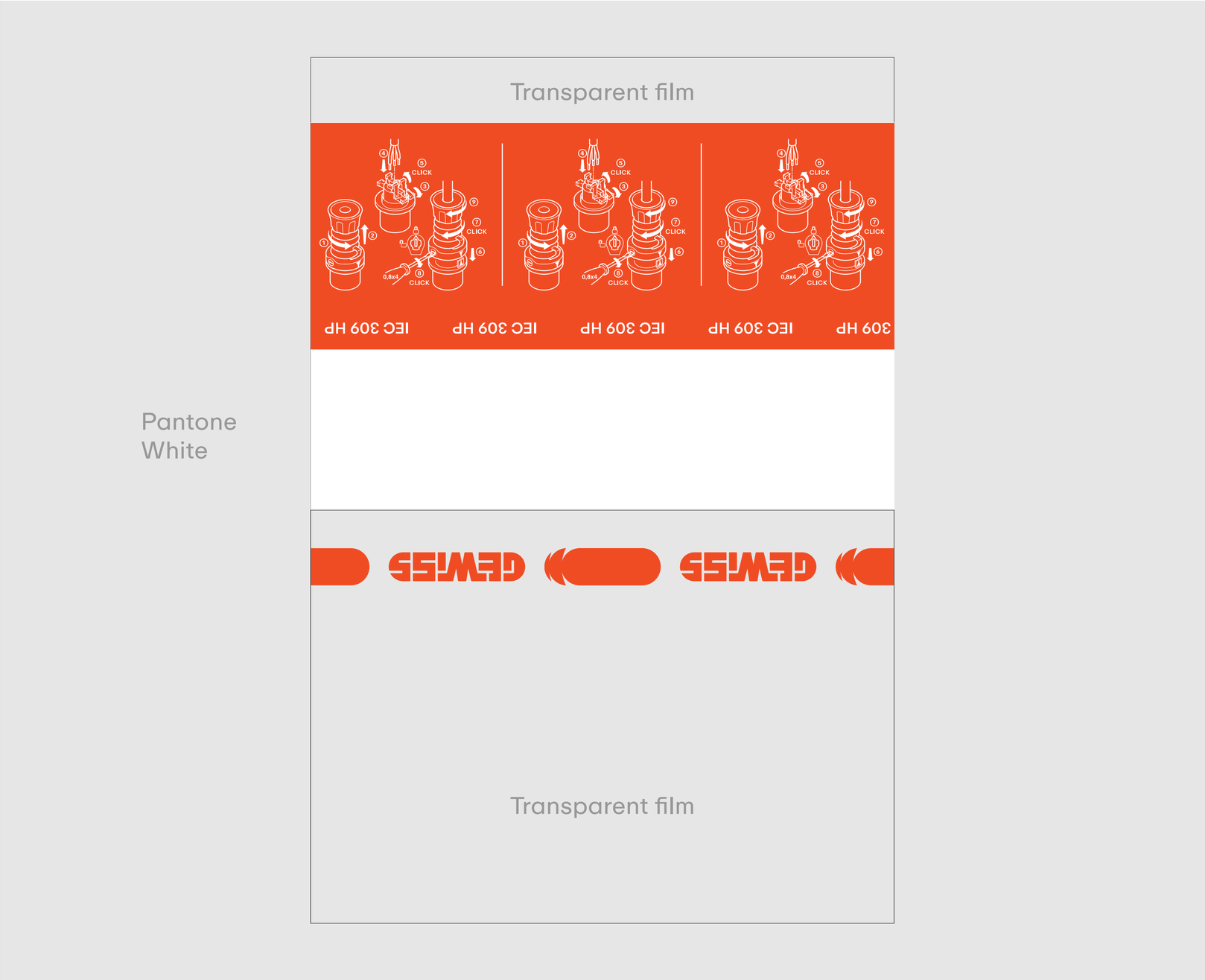
Here is the preview of the Gewiss' label layout.



Here is an example of the Gewiss' 250 mm transparent plastic film.



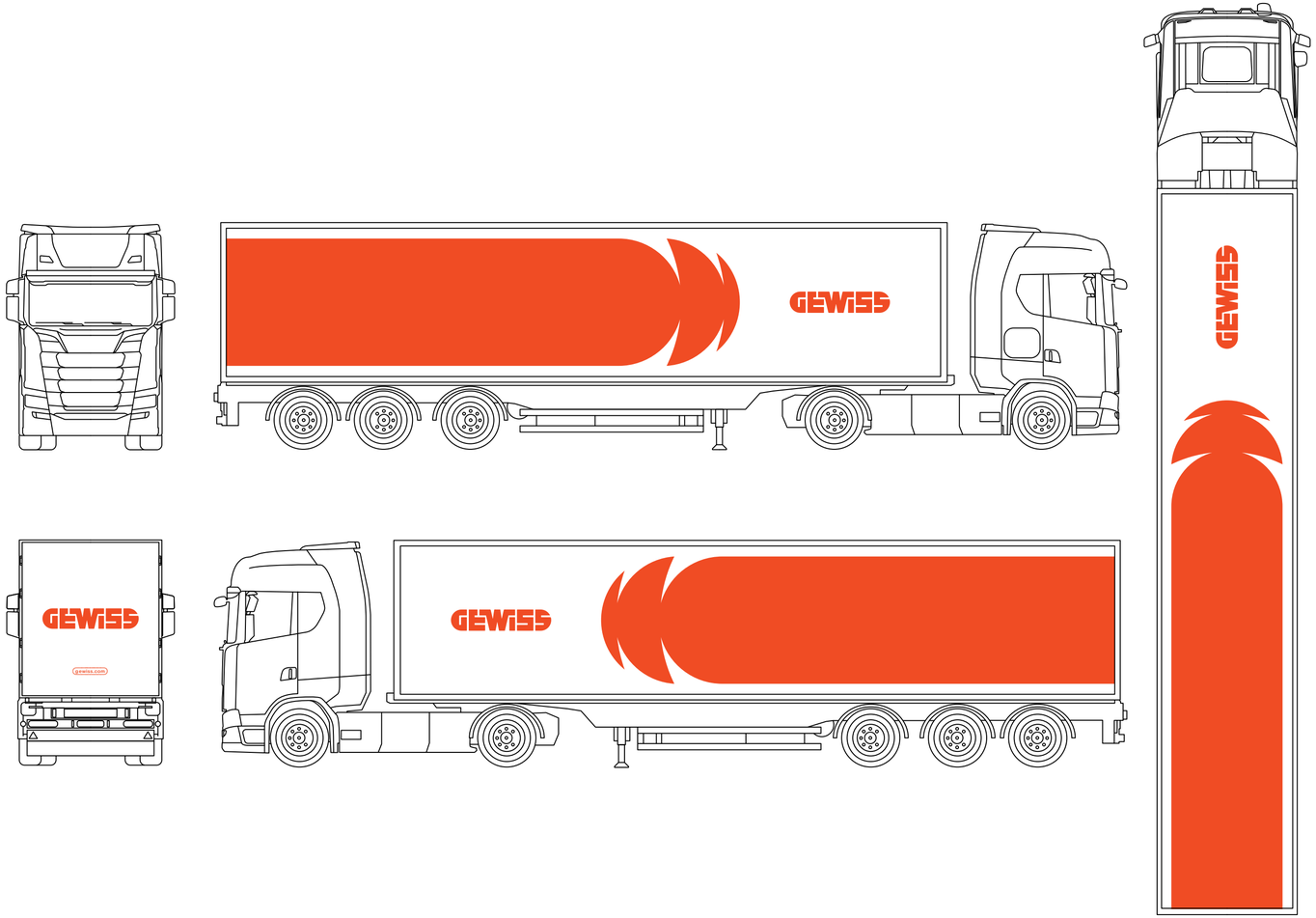
Here is an example of the Gewiss' 350 mm transparent plastic film.



Here is an example of the Gewiss' wrapping transparent plastic film.

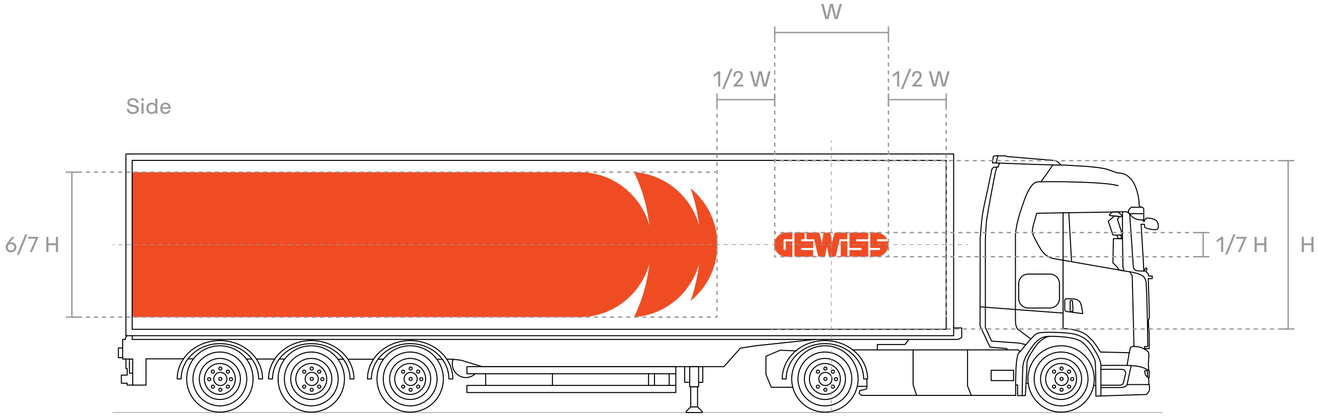
Company vehicles

Here's how to manage the personalization of Gewiss trucks.



Here's how to manage the personalization of Gewiss trucks.

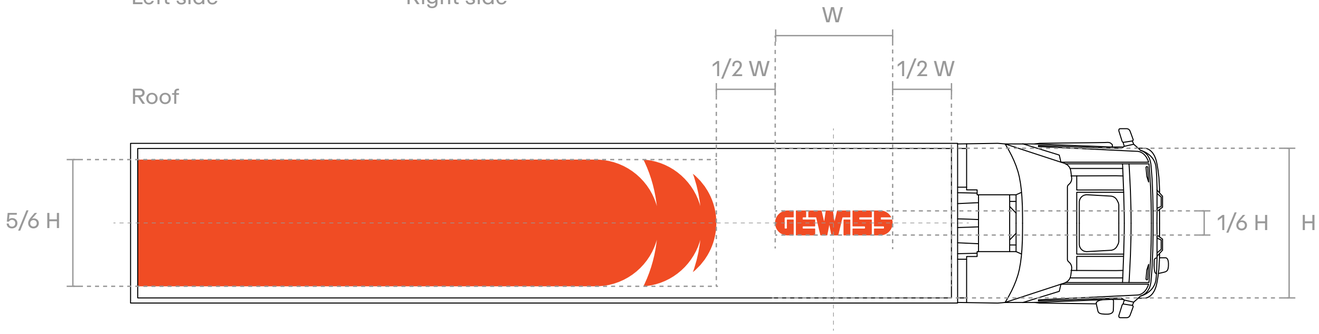
Side



Left side

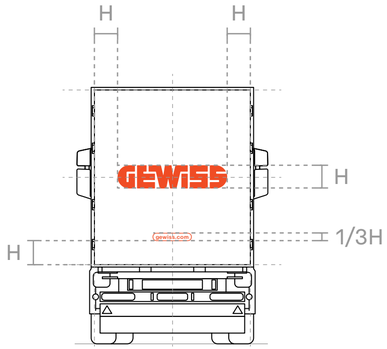
Right side

Roof



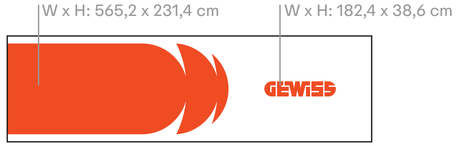
Bicky
Dynamic version Trimmed
From Min. length (H x 1,57)
to Max. length (H x 4,73)

Back



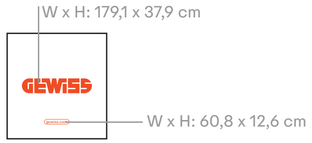
Here's how to manage the personalization of Gewiss trucks, on different sizes.

Truck 1



Side 930x270 cm

Roof 930x255 cm

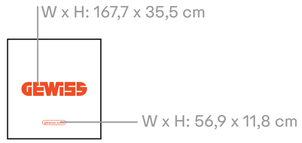


Back 255x270 cm

Truck 2

Side 1045x249 cm

Roof 1046x239 cm

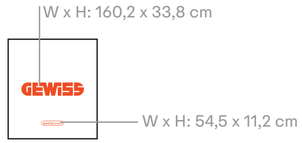


Back 239x255 cm

Truck 3

Side 1336x284 cm

Roof 1372x253 cm

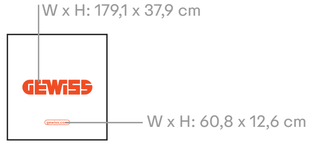


Back 228x255 cm

Truck 4

Side 1360x270 cm

Roof 1360x255 cm

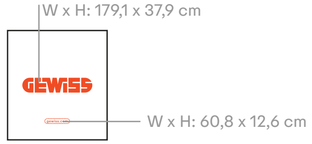


Back 255x270 cm

Truck 5

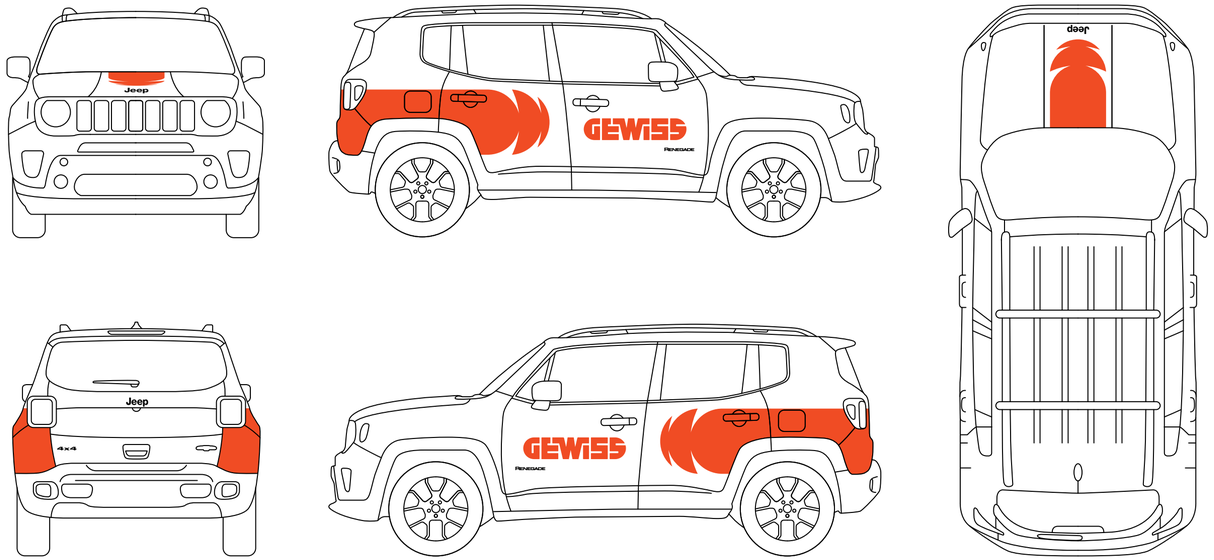
Side 1360x280 cm

Roof 1360x255 cm



Back 255x280 cm

Here's how to manage the personalization of Gewiss cars.

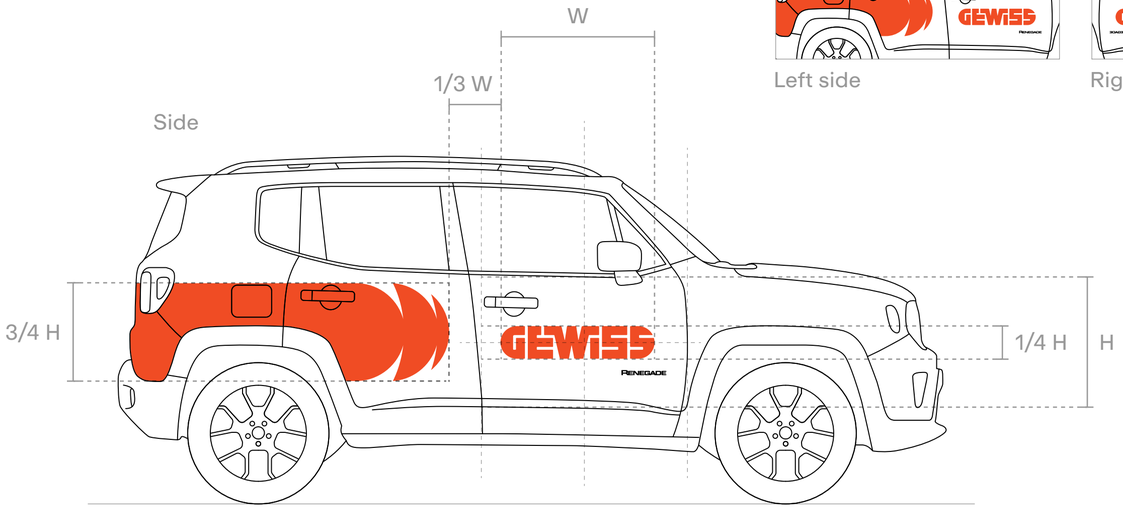


Here's how to manage the personalization of Gewiss cars.

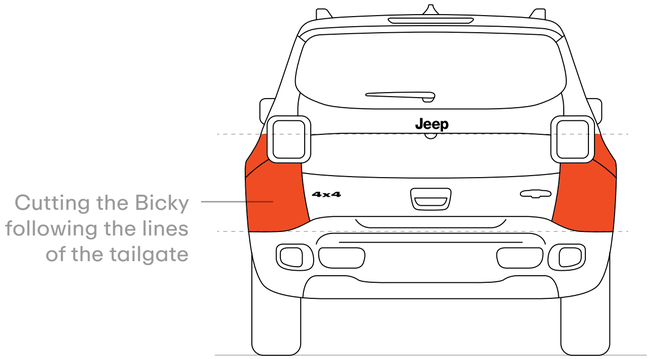
Left side

Right side

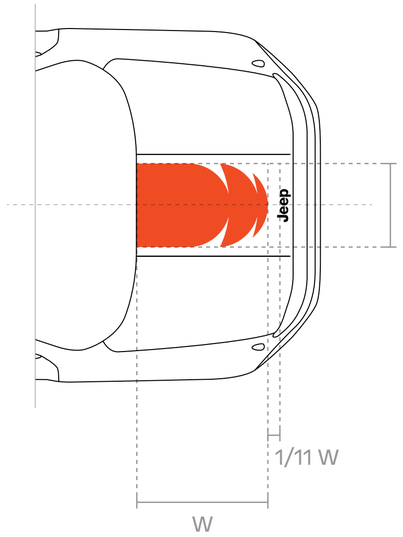
Side



Back

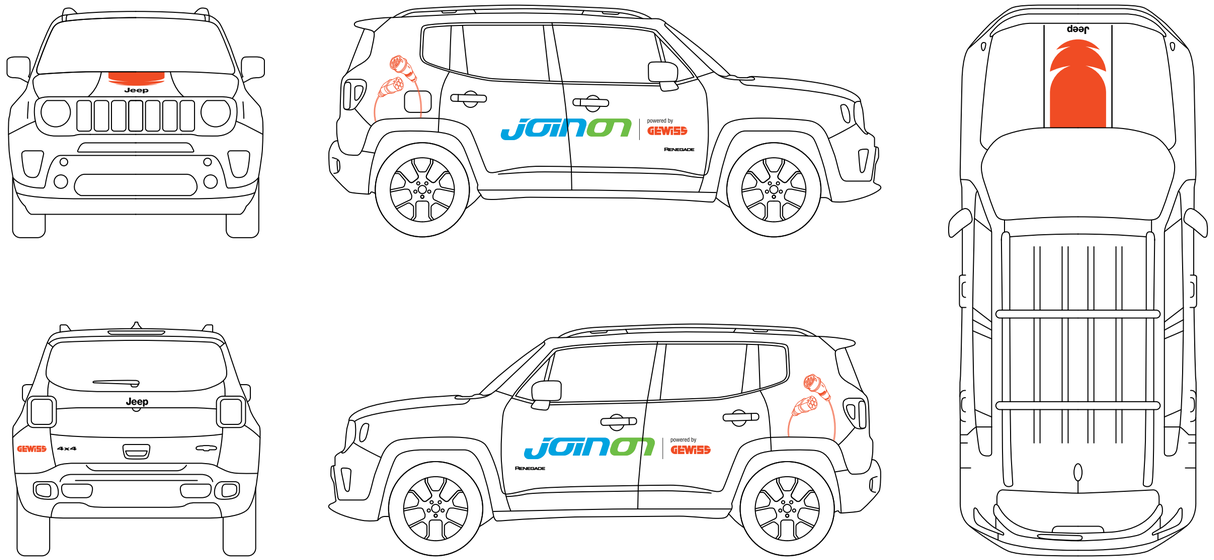


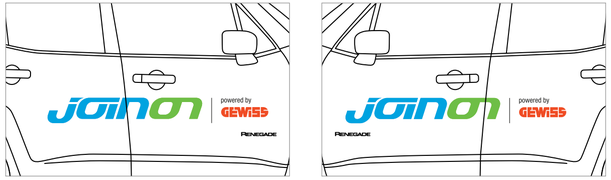
Hood



Bicky
Dynamic version Trimmed
Min. length (H x 1,57)

Here's how to manage the personalization of Gewiss electric cars.

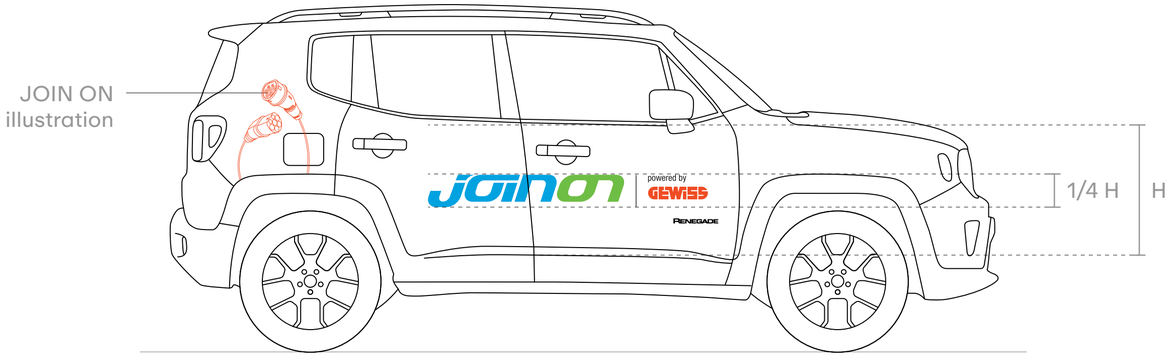




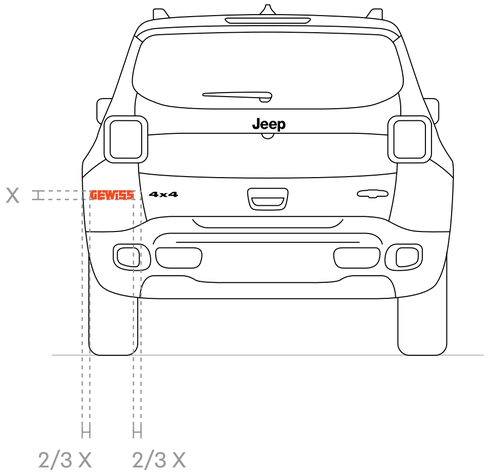
During application, check the yield of the JoinOn brand, cut between the two doors.

Here's how to manage the personalization of Gewiss electric cars.

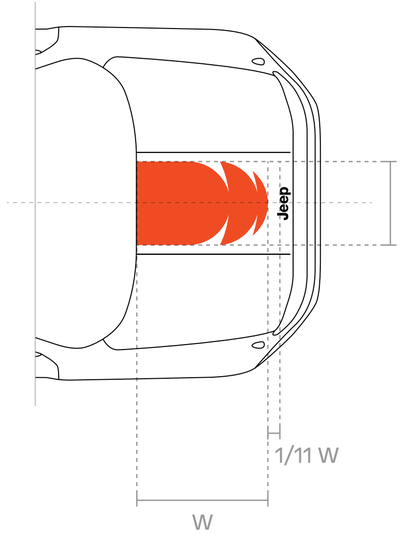
Side



Back



Hood



Bicky
Dynamic version Trimmed
Min. length (H x 1,57)

For questions, approvals or further information on how to apply these guidelines, please contact the Gewiss Brand & Digital area.